A CENTURY OF PROGRESS IN PRINTING

1830
TO
1930

W. C. PENFOLD & CO. LTD.
88 PITT STREET
SYDNEY

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232
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1930

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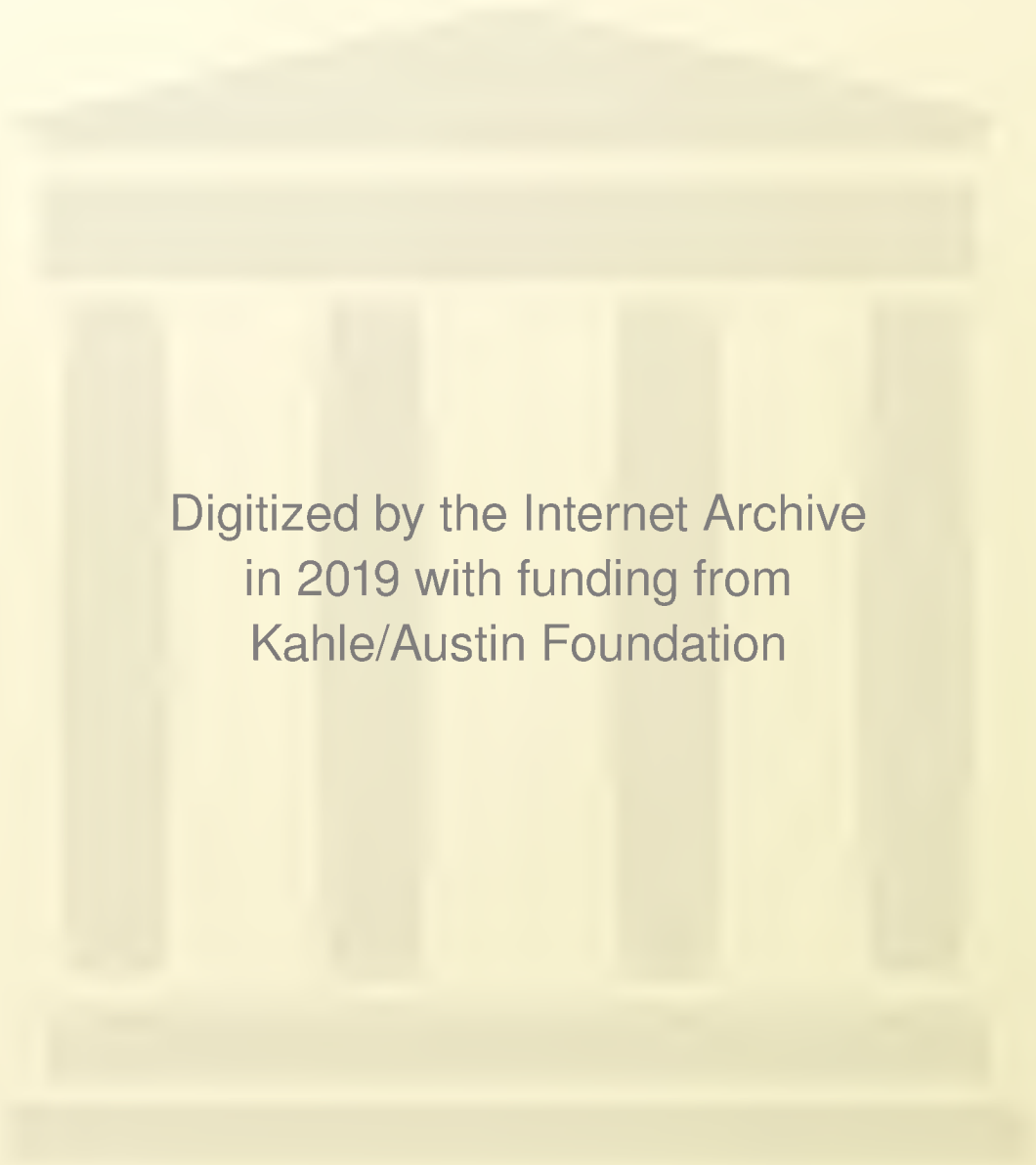
PROFESSOR DAVID MACMILLAN



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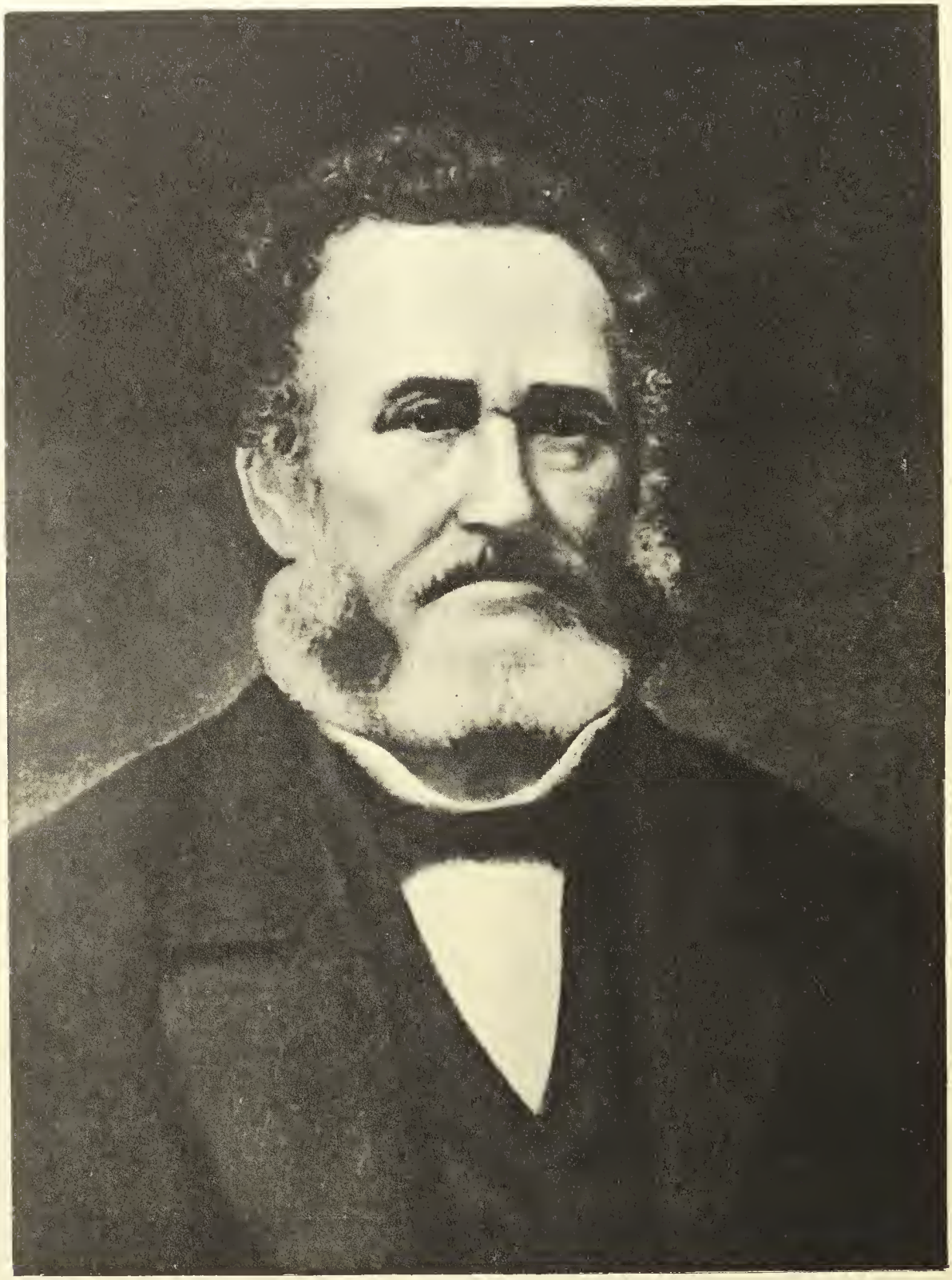
A Century of Progress in Printing

WHOLLY SET UP AND
PRINTED IN AUSTRALIA
BY
W. C. PENFOLD & Co LTD
PRINTERS
88 PITT STREET SYDNEY



WILLIAM MOFFITT,

Founder of the firm of W. C. Penfold & Co. Ltd.

A Century of Progress in Printing

The story of W. C. Penfold & Co. Ltd., showing how the City of Sydney and the House of Penfold have been united in progress over a period of 100 years.

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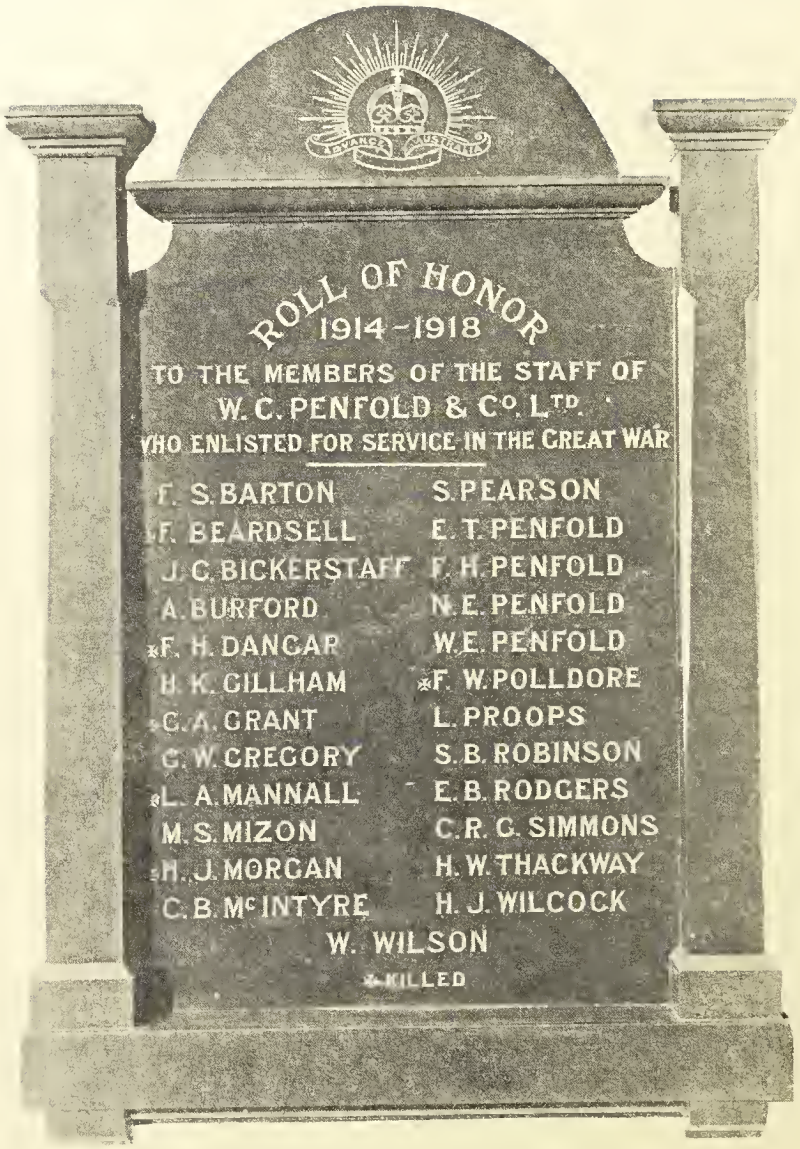
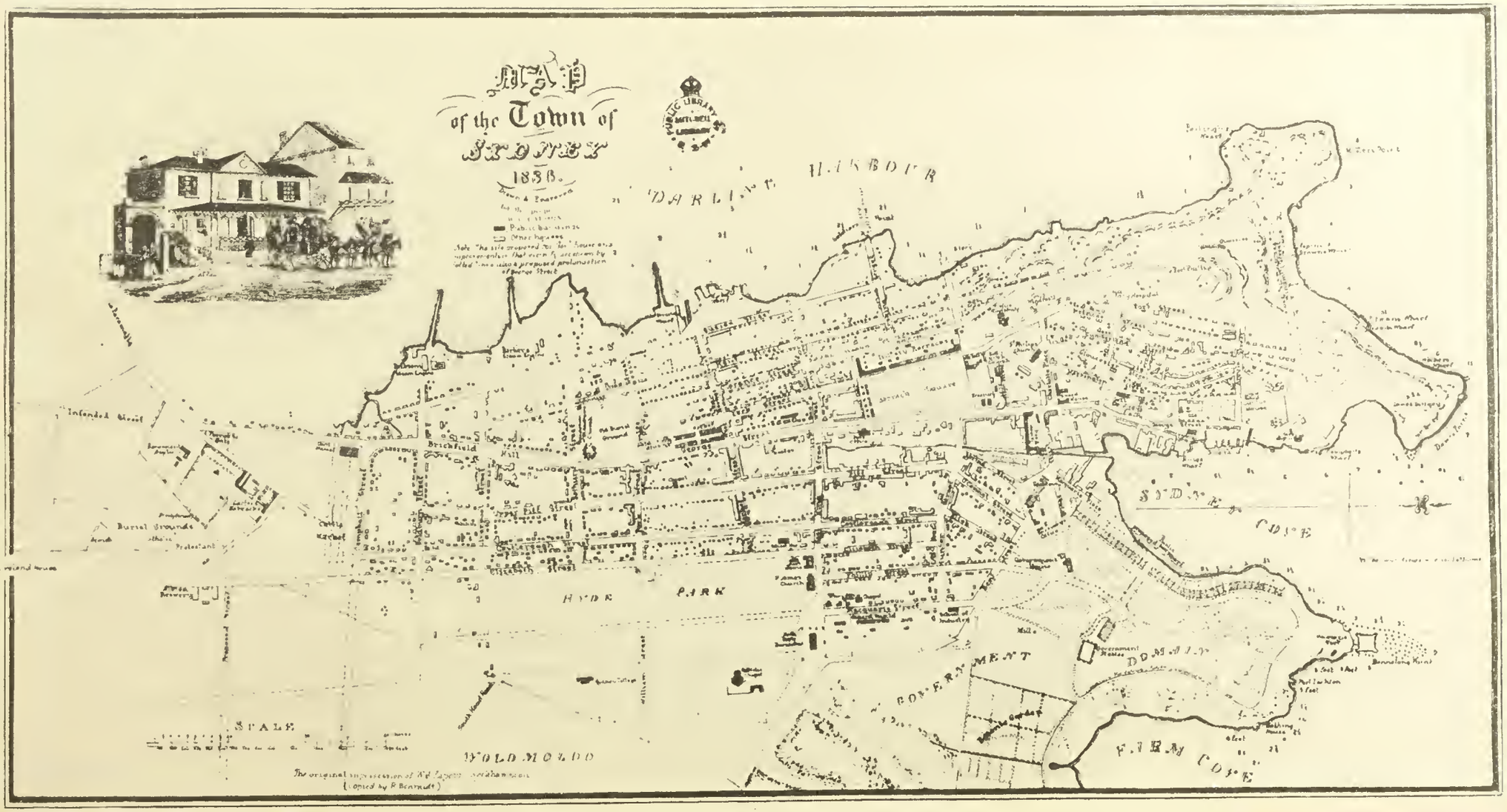

ROLL OF HONOR
1914 - 1918
TO THE MEMBERS OF THE STAFF OF
W. C. PENFOLD & Co. LTD.
WHO ENLISTED FOR SERVICE IN THE GREAT WAR
F. S. BARTON
*F. BEARDSELL
J. C. BICKERSTAFF
A. BURFORD
*F. H. DANCAR
H. K. GILLHAM
*G. A. GRANT
G. W. GREGORY
*L. A. MANNALL
M. S. MIZON
*H. J. MORGAN
C. B. McINTYRE
S. PEARSON
E. T. PENFOLD
F. H. PENFOLD
N. E. PENFOLD
W. E. PENFOLD
*F. W. POLLDORE
L. PROOPS
S. B. ROBINSON
E. B. RODGERS
C. R. G. SIMMONS
H. W. THACKWAY
H. J. WILCOCK
W. WILSON
* KILLED

Labor Omnia Vincit

An Appreciation

MESSRS. W. C. PENFOLD & CO. LTD. desire to express their appreciation of the help tendered to them in the production of this work by: Miss M. E. J. Cocks, who wrote the letterpress; Mr. C. H. Bertie, City Librarian, who checked and assisted with the manuscript and drawings; the Trustees of the Public Library of N.S.W.; Mr. W. H. Ifould, Public Librarian; and Mr. H. Wright, Mitchell Librarian, who placed records and early pictures at their disposal; Messrs. Bacon & Co., who engraved the offset plates used in the illustrations; Mr. Squire Morgan for his technical photography; and to the artists, foremen and journeymen of W. C. Penfold & Co. Ltd., who helped produce this book.



Copy of map showing the town of Sydney shortly after Wm. Moffitt commenced business.

(In the possession of the Mitchell Library, Sydney.)

A Century of Progress in Printing

Progress in 100 Years

SYDNEY in 1830—Sydney in 1930! A century may be but a short period in the long history of mankind, but in the life of a young nation it is indeed a great stretch of time sufficient for the growth of the small struggling town of some ten thousand or so inhabitants into the mighty city of to-day, a city which takes rank as the second in the British Empire.

In that Sydney of 1830, William Moffitt began business as a Printer, Stationer and Engraver, and in the Sydney of 1930 the firm of W. C. Penfold and Co. Ltd. are carrying on that same business within a few hundred yards of the same spot.

And if the city has grown almost out of knowledge, so has the business of W. C. Penfold & Co. Ltd. Turning to the early story of Sydney's beginning, one is immediately gripped by the fact that, in some measure, the history of the firm is the history of Sydney, and that the story of its development is, in part, the story of printing in Australia.

One of the little known and yet most interesting descriptions of Sydney is that given by Pierre Lesson and translated into English by Arthur Jose. Lesson arrived in a French ship in 1824, and this is what he says:—"Sydney to-day (1824) is nearly 1½ miles long, although it is supposed to have only ten thousand inhabitants. This is easily accounted for by the fact that each house consists of a ground floor only, and has a flower garden next the street, and a bigger garden at the back. They are, indeed, the genuine "cottages" which the English love so much and call their "Sweet Homes." Seen from a height that dominates it, the town presents an admirable panorama. Opposite us, Hyde Park, the Governor's

Early Sydney

house, with its charming plantations, spreads out a vast carpet of verdure. Everywhere there is life and movement. Among other public buildings I may mention the covered markets, not yet completed, the church of St. James, the Supreme Court, various convict barracks. . . . In the streets one sees pretty houses of friable sandstone or baked brick, roofed with wooden laths painted blue, or more rarely with tiles. . . . The Government building occupies Sydney's eastern slope; the site is well chosen, but is overpowered by its stables. . . . Its park, where oaks grow vigorously, where kangaroos disport themselves and black swans play about—its park is a truly charming promenade. The town is the abode of the more important merchants whose offices for the most part are in Pitt and George Streets."

This is a general impression of the town where Wm. Moffitt commenced business.

But before dealing with the foundation of our century-old firm, let us linger for a moment and glance at what had already been accomplished in the printing world.

Panorama of Port Jackson.—A part of the town of Sydney, showing Dawes Point on the extreme left, and old Government House on the right.
(In the possession of the Mitchell Library, Sydney.)

Early Printing

Little printing had been done, but not much that was of merit. Although some one had the forethought to include a printing press in the equipment brought out by the "First Fleet," apparently printers were law abiding as a people, as it was some years before the advent of Australia's first printer. This was George Hughes, whose first efforts were made in November, 1795, although the earliest specimens of his work extant are two Government Orders in the form of "Instructions for the Constables of the Country Districts," and for the "Watchmen of the Town Districts" respectively. Collins says of George Hughes: "A small printing press which had been brought into the Settlement by Mr. Phillip . . . was found very useful; a very decent young man, one George Hughes, of some abilities in the printing line, having been found equal to conducting the whole business of the press."

The first press was set up in an outhouse at Government House, and although this does not sound a very magnificent arrangement, it is excellent compared with Victoria's first site, for that was a beach. When Lieut.-Governor Collins arrived at Sorrento in 1803 he took with him a small hand press which he established under a gum tree on the beach, and there the first Government order was printed. It is interesting to note that this self same press was taken by Collins in 1804 to Tasmania, and there again it was set upon the beach "under a tree." Twenty-seven years later West Australia was to receive its first press, and history relates that it was this identical press which was sent from Launceston, but this time a barn housed it at Fremantle.

George Howe and Sydney Gazette

Actually, Australia's first "Government" Printer was George Howe, a native of St. Kilda.

The Sydney Gazette was our first newspaper. Published "by Authority" as it was, and subject to strict censorship, its news was necessarily very limited. It first saw the light in March, 1803, and for thirty-nine years had a struggling intermittent existence till its decease in 1842.

INSTRUCTIONS to the WATCHMEN of the TOWN DIVISIONS.

THE Watchmen are to apprehend all Night Walkers and all Diſorderly and Suſpicious Perſons, and to detain them till they are examined by the Sitting Magiſtrate.

They are to interrogate all who are found Idling about in their Diviſion not being Inhabitants thereof, and cauſe them to give an account of themſelves. If they call themſelves Free People and off the Store, they are to produce their Certificates, if they are People travelling from Parramatta, the Hawkeſbury or any other diſtant place to Sydney, they are to produce their Paſſports or Leave from the perſons authoriſed to give them

Gentlemen's Servants will have Paſſes from their reſpective Maſters.

The Watchmen will inform themſelves of all Strangers who may come to reſide within their Diviſion and report them at the end of the Week to the Civil Magiſtrate. They will be particularly careful to ſecure and bring before the Magiſtrates all Gameſters and Drunkards, and to enforce in their reſpective Diviſions a due reverence for the Sabbath Day, and not to permit any to be Idly Strolling about during Divine Service.

A Bell will be hung as ſoon as poſſible, which will ring the Working Parties to and from their Labor, and alſo at the Hour of Nine in the Evening, at which time it is expected that all the inhabitants ſhall betake themſelves to their ſeveral habitations unleſs they are obliged to be abroad on any particular buſineſs.

The Watchmen on going their rounds are to examine the doors and windows of the different houſes in their Diviſion, and to call the hour of the Night as nearly as they can guess.

Although the office of Watchman in moſt Towns is performed at the expence of the inhabitants, being for the public ſecurity, yet the Governor in conſideration of the trouble attending the faithful diſcharge of ſuch a duty thinks fit to order that the perſons ſo officiating ſhall be allowed what is called the Free Ration for themſelves and families, an occaſional ſupply of Slops and half a pint of Spirits every Saturday, if their diligence may deſerve farther notice the Magiſtrates will have an eye to them and recommend them to other indulgences.

Sydney, Nov. 179

By Command of His Excellency.

A reproduction of the earliest known printing done in Australia.

(In the possession of the Mitchell Library, Sydney.)

A perusal of the badly printed, odd sized pages of the Sydney Gazette, besides making interesting reading, brings home to the reader the many difficulties which beset the early printers and publishers. George Howe, its first editor, was not only editor but publisher, printer, newsagent, and many other things besides, and, into the bargain, the poor man received no salary until eventually a munificent Government presented him with £60 per annum. His poverty was acute, and was aggravated by his difficulty in collecting the money due to him. Several announcements which show the embarrassment of the Sydney Gazette editor are to-day most amusing. In March, 1819, appears the following: "To subscribers who have received their accounts furnished and after repeated applications, yet leave them unpaid—The publisher begs to state that the accounts exceeding one year will be sued for; and hopes that this necessary arrangement will not disturb the inclination still to receive the Gazette. . . . Have we ever solicited a subscription? No. Can we afford our papers gratis? No. A paper must and can only be supported by the public acquiescence, but this acquiescence must not be tame: it must be active." On Christmas Day of the same year this appeared: "To the public—The Printer of this paper arrived in 1800. The Sydney Gazette commenced printing on the 5th March, 1803; its commencement was under the present printer who had enough to do to support it, for it supported not him. The first ten years of the paper was indeed a time of vicissitude. He bought the paper at a very dear price; he distributed his type; he invented and obtained the matter; he worked the paper off at press and he afterwards delivered it to the Sydney subscribers. . . . As an untrodden field we have for 17 years traced through the track of the wilderness. The printing business in this colony may undoubtedly have been said to have been uniformly struggling against adversity. Our readers will expect from us a billet-doux, nominating pounds, shillings and pence, for an attention to which we will esteem ourselves most gratefully obliged." Such were the courteous terms

Publisher's Worries

Sydney in 1820, *showing Fort Macquarie on the left.*

(In the possession of the Mitchell Library, Sydney.)

in which the poor Gazette printer and editor appealed for money, but far otherwise were the methods of his brother-in-trade the editor of the "First Legalised Paper in Victoria," the "Port Phillip Gazette," for in its issue of 1838 we read: "It is no use to honey the matter, payments must be made at least once a quarter, or else I shall run down at heel. Everybody says: 'How well the newspaper is getting on in the settlement,' when the fact is that I positively have not enough change to buy myself a shirt or a pair of breeches. My wife is now actively engaged in turning an old pair wrong side out. Come, come, pay up, pay up, friends. Keep peace in the family and enable me to wear my breeches right side out."

Delivery Difficulties

Although Howe engaged a messenger to deliver his papers outside the town, the means of transit were unreliable as is shown in the following delightful notice: "To Subscribers—The last week's papers did not leave town till Wednesday, owing to the pacquets which were sent by a messenger on horseback on Sunday, being run away with by the horse, who left his rider on the Parramatta Road, and distributed the papers about the woods of Gommorramorra, from whence they were not received and were of necessity reprinted."

Although there were but two newspapers in the ordinary sense of the word before the Sydney Herald was established in 1831, "The Monitor," whose motto was "nothing extenuate nor set down aught in malice"; "The Australian Magazine," "Howes' Weekly Commercial Express," and "The Gleaner" in addition all saw the light for varying periods of time.

Advertisement appearing in an old Post Office Almanac, showing Mr. Moffitt's address as 8 King Street.

William Moffitt

WILLIAM MOFFITT commenced business in Sydney about 1830, and we know that he first opened a shop at 8 King Street (see advertisement on opposite page). The first time his name appeared in the press was in the announcement of the "Birth of a son on December 14th, 1832, to Wm. Moffitt, of King Street," followed exactly a week later by a statement of the infant's death. From then on whether we peruse the colums of the Gazette, Australian, or the Sydney Herald, his name is frequently to be found, and one needs little imagination to gain quite a clear picture of this Bookseller, Printer, and Engraver who, a century ago, founded that firm to-day known as W. C. Penfold & Co. Ltd., which was to live and expand even as the city to whose history it adds its own contribution.

Three characteristics of Mr. Moffitt stand out most clearly. First his public spirit, second his energy, and third his versatility. His keen sense of public duty and his spirit of philanthropy are shown by the frequency with which we find him contributing to the many benevolent and patriotic funds of his day, and also that he took an interest in the I.O.O.F. Lodge is evidenced by the fact that he acted as a steward at its Anniversary Dinner in 1840.

Early Petitions

The "Early Closing" movement is regarded as quite a recent accomplishment, but another "Early Closing" movement was enthusiastically sponsored by Wm. Moffitt in the forties. We find his autograph along with that of many of the leading merchants of his day to a petition praying that all retail establishments be closed by law at 7 p.m. In an old volume of New South Wales Legislative Council Petitions in the Mitchell Library we again find him petitioning the Government in 1857. This time, in conjunction with some of his fellow property owners, he asked

New South Wales Calendar

AND

GENERAL POST OFFICE DIRECTORY

for

1837.

SYDNEY

Published by W. Moffitt 23 Pitt Street

Title page of Calendar and Directory.

(See page twenty.one.)

to have the Landlord and Tenant Act amended to bring it into line with the English Act, and thus give legal redress to landlords in the recovery of their rents.

William Moffitt's Enterprise

As a bookseller Mr. Moffitt was very enterprising, for we find him advertising a very varied assortment of books ranging from all types of school books, The Penny Magazine, Mechanics Magazine to a special shipment of French and Italian books. Then in 1836 he has a special edition of "The Arabian Nights." One wonders how much demand there was for foreign books, as Mr. Moffitt frequently advertised them as being in stock.

How comparatively recent is the expansion of this State is brought home by the fact that in 1839 Wm. Moffitt had just received the newly published "Work" by Major Mitchell. This would be the latter's long and detailed account of his "Two Journeys Into the Interior of N.S.W.," a two-volume book which is still of interest.

Issue of Australian Diaries

But the selling of books was a side line with Mr. Moffitt, as it was in his work as a publisher and engraver that his chief claim to distinction lies. He published a sheet almanac in 1834 and 1835, and an "Australian Diary and Almanac" in 1837. This was brought out for several years, and "The Australian," for January 4th, 1840, says concerning it: "Mr. Moffitt, of Pitt Street, has prepared for the public's convenience one of the most useful and well-arranged almanacs we have ever seen. It should be in the possession of every one who wishes to have a businesslike arrangement of his memoranda for the ensuing year. The valuable feature of his book is that it unites in the advantage of a calendar and several useful tables of interest . . . a diary containing a blank space for every day in the year. The paper is excellent, the size adapted for the pocket, and the price only 6/-. We confidently recommend it to the public as offering a real accession to their comfort." In examining this production one is struck by the fact that it is as

CLOTHING & RATIONS
to be Issued to Afsigned Servants as Follows

ON THE 1st of MAY IN EACH YEAR
1 Woollen Jacket 1 Shirt
1 Pair of Woollen Trowsers
1 Pair of Shoes 1 Hat or Cap

ON THE 1st OF AUGUST
1 Shirt & 1 Pair of Shoes

ON THE 1 OF NOVEMBER
1 Woollen Duck Jacket & 1 Shirt

APRIL 30 DAYS

PHASES OF THE MOON
First Quarter 6th day 56 min Past 7 night
Full Moon 13 day 21 min Past 5 evens
Last Quarter 20 day 18 min Past 9 morng
New Moon 28 day 25 min Past 7 morng

DAYS OF WEEK	DAYS OF MONTH	Sundays Remarkable Days &c	C age	SUN Rises H M	SUN Sets H M	DAYS OF WEEK	DAYS OF MONTH
W	1		4	6 12	5 48	F	1
T	2		5	6 13	5 47	S	2
F	3		6	6 14	5 46	S	3

MAY

PHASES OF
First Quarter 8th
Full Moon 13
Last Quarter 19
New Moon 27

Sundays Remarkable

Reduced reproduction of Wm. Moffitt's Sheet Almanac of 1835.
The building on the right is the Sydney Grammar School.

good as it is, since the equipment for printing at Mr. Moffitt's disposal must have been very limited.

Difficulties of Early Publishing

The columns of the "Sydney Gazette" of the period indicate the difficulty of obtaining good type and ink. In 1823 the paper announced that new type had been secured, adding, "but, we lament to say, it is of small utility, being from its minuteness nearly imperceptible to the eye." In the same year the paper published the following apology for the illegibility of one issue: "We have to apologise for the illegibility of last week's Gazette. Many of them were scarcely readable, and this was a fault that appeared without remedy, in consequence of two failures having occurred in making experiments upon manufacturing ink. It is one of the most difficult and disagreeable tasks that possibly can devolve to the printer of a paper, to make his own ink. About three months since some was turned out of hand pretty fair; since which two attempts have been made, and both fruitless, though laborious and expensive."

A reconstruction of King Street in 1828. *The two-storey building on the right was probably where Mr. Wm. Moffitt commenced business in Sydney.*

King Street a century ago

THE King Street in which Wm. Moffitt first started business has changed less, perhaps, than any of Sydney's other principal streets in the last hundred years. It is now constituted very much as it was then. At its eastern extremity stood the old barracks, with its clock and inscription plate laid by Macquarie in 1816. Then, as now, the broad acres of Hyde Park, a popular cricket ground, which until 1821 had been used as a racecourse, stretched to the southward. For the rest the types of business were as varied as at present, and whilst great banks, Government buildings and large business houses have been erected in most of the other streets, here the main architectural features have remained unchanged, the smaller class of shops still predominating.

The first N.S.W. Directory was published in 1832, and included in the list of King Street establishments was that of Anthony Hordern, dealer, while William Moffitt's business was conducted on a site very close to that occupied to-day by Albert's Music Store. The foundations of two enduring commercial houses—Anthony Hordern and Sons Ltd. and W. C. Penfold & Co. Ltd., were laid almost opposite to each other.

Change of Site

In the third week of August, 1833, he moved to No. 23 (now 183) Pitt Street, on the west side, two doors from King Street. In this same place the business remained for ninety years, which nearly constitutes a record for Sydney.

Previous to Mr. Moffitt's acquisition of No. 23, it had been owned by Wm. Nash, who, at one stage added gold buying to his other activities, and in the afternoon his gold was taken in a wheelbarrow from his office to the Bank, and "Bill" Nash would walk beside it armed with a pistol which he claimed could "shoot round a corner." But before his occupancy the ground was celebrated as a rat-pit, where noted rat fights took place. A chronicler of

Wm. Moffitt's shop as it appeared about 1845.

the times recounts how sometimes as many as 60 rats a minute were killed. Within the last couple of decades it has been still possible to see traces of the old pit at the back of Penfold & Co.'s premises, and one could even distinguish the position of the circle of seats on which the spectators sat.

Early Inns

On the corner of King Street next door to Wm. Moffitt was the "Black Boy" Inn, which later changed its name to "The Liverpool Arms." On the south side of Wm. Moffitt's, where McCathies now stands, was the famous old Royal Victoria Theatre, of which much has been written, and the exterior of which Fowles describes as "Extremely Chaste." Other buildings in the neighbourhood were the Elephant & Castle Inn on the south-east corner of King and Pitt Streets, and on the site which Washington Soul & Co. now occupy was the butchering establishment of Mr. Wm. Samuels. The Clown Tavern was nearly opposite the old Victoria Theatre. Later this was called the Shakespeare Tavern, and every Monday, Thursday and Saturday evening a Smoke Concert was held from 8-11 p.m. One of the best known proprietors of this Inn was Mr. Spencer, whose activities found outlet in many directions; one was in his mechanical bent. He had two of the few billiard tables in the city, and both were claimed to be equally good, although one had been imported and the other made by himself, the cushions of which took the full stock of India rubber that Wm. Moffitt could supply—in those days rubber was cut from the block and sold by the pound. Later this Inn disappeared, and the spot was utilised as the head office of the old City Bank, which more recently became the Australian Bank of Commerce Ltd., and more recently still City House and the site of many retail firms.

Although we have no photograph of the site at the date when Wm. Moffitt actually moved, it is not long afterwards that Joseph Fowles, in his "Sydney in 1848," as well as giving us a street sketch, gives us quite an interesting description. He says: "The buildings proceeding southward from King Street to Market

Animated Scenes

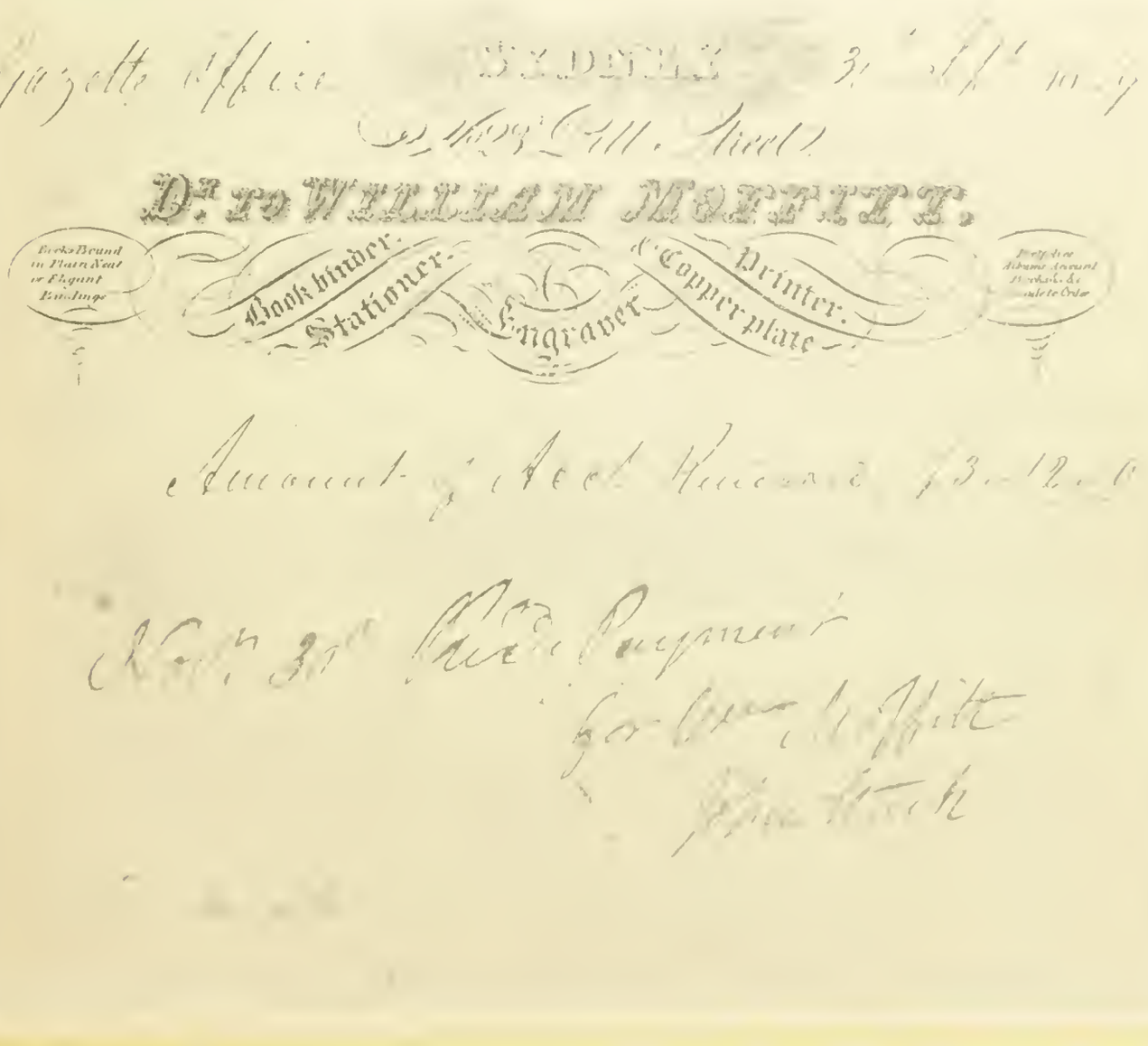
Street may on many accounts claim to be considered one of the most remarkable localities in Sydney, and where, particularly in the evening when theatre is open, among the blaze of gas from the splendid and glittering shops, the music and bustle attending the movement of the crowd . . . the new arrival from London—will find a combination of Bond Street and Drury Lane, whilst the scene is sprinkled with a sufficiency of Blue and Red Jackets to give it a slight touch of Wapping and Toothill Fields, divested of their grosser features. This portion of the site presents the most continuous line of buildings which can be found in Sydney. Selected by the purveyors to beauty and fashion as the mart for displaying their tempting wares, articles are there displayed to attract and tempt the eye, as well as some of the choicest specimens of domestic architecture which the town affords. Among these, four houses, built under the superintendence of Mr. Duer, architect, deserve to be particularised on account of the good taste displayed in the design and the excellence of the work and materials employed. The fronts are bold and lofty, faced with fine brick and massive stone dressings and cornices. The spirited proprietor, Mr. Moffitt, deserves great credit for the liberality with which he contributed towards ornamenting the city."

. . . . . .

Mob Tactics

It is related that Mr. Moffitt spent many a fine evening sitting at his front door, chatting with his neighbours. And the streets of Sydney offered diversions in those "Good Old Days." The Cabbage Tree mob—so named because of the palm hats of that description its members affected—made a practice of lining up at the door of the theatre adjoining Moffitt's premises to jostle and annoy respectable citizens, whilst robberies and assaults were frequent. It is recorded that one fine night in 1821 Gregory Blaxland was set upon in Pitt Street by four men, two of whom held him whilst the others cut the pockets from his trousers, and also attempted to cut his throat. However, he managed to break loose and took to his heels.

The most interesting of Wm. Moffitt's immediate neighbours was Thomas Strode, who lived next door to him, and, like himself, was a printer. Thomas Strode was employed as overseer at the "Sydney Morning Herald" office until he conceived and put into execution his idea of emigrating to Victoria, and there commencing the first printed newspaper.



An account taken from an old ledger of the firm.

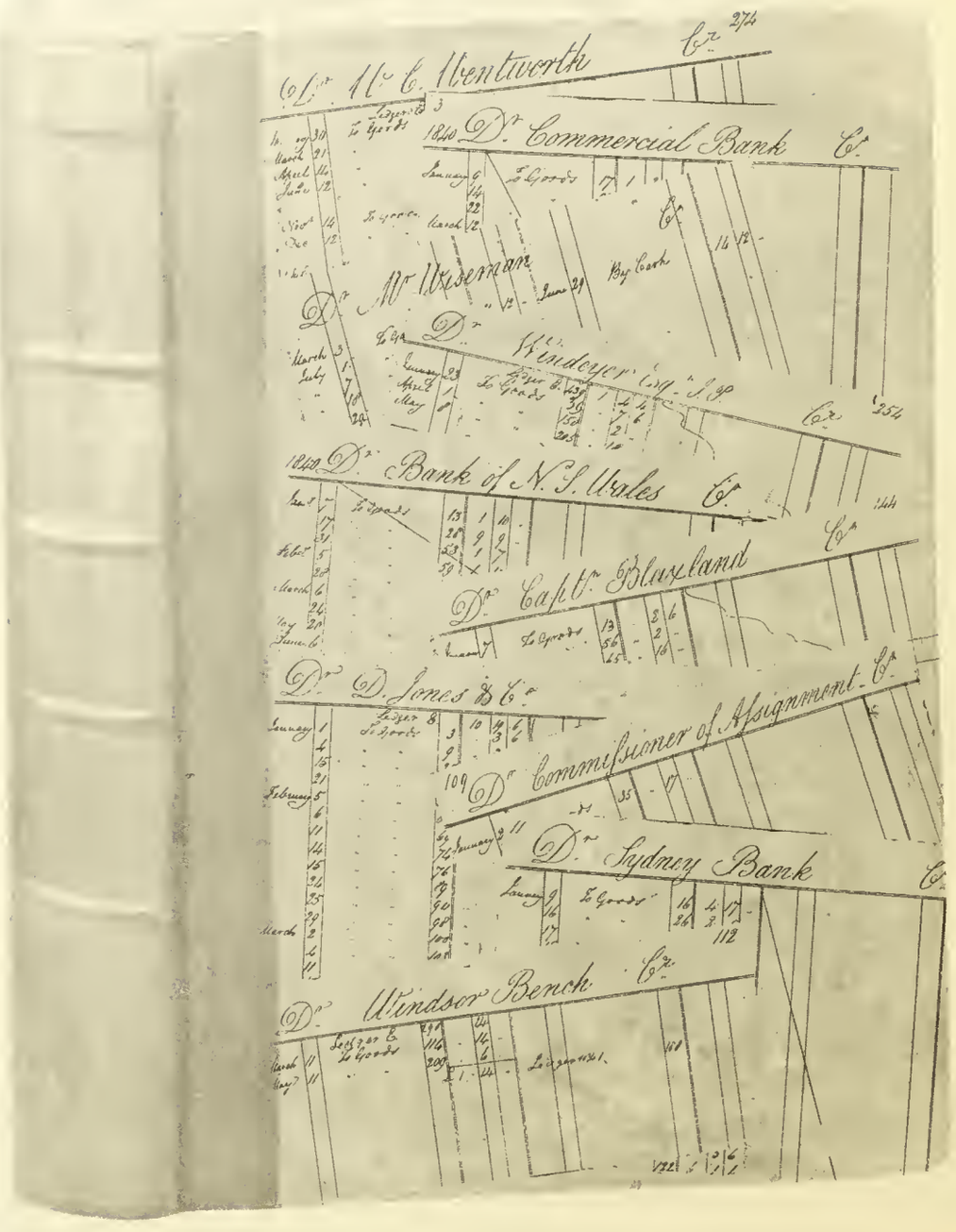


Illustration of ledger opened in 1830, *and a few of the well-known accounts which appeared on its* 500 *odd leaves.*

IN turning over the pages of Wm. Moffitt's century-old ledger the names of many of the men who have made our history are found. On one page of the index W. C. Wentworth's, Charles Windeyer's, and Solomon Wiseman's accounts are noted.

Notable Names in Old Ledgers

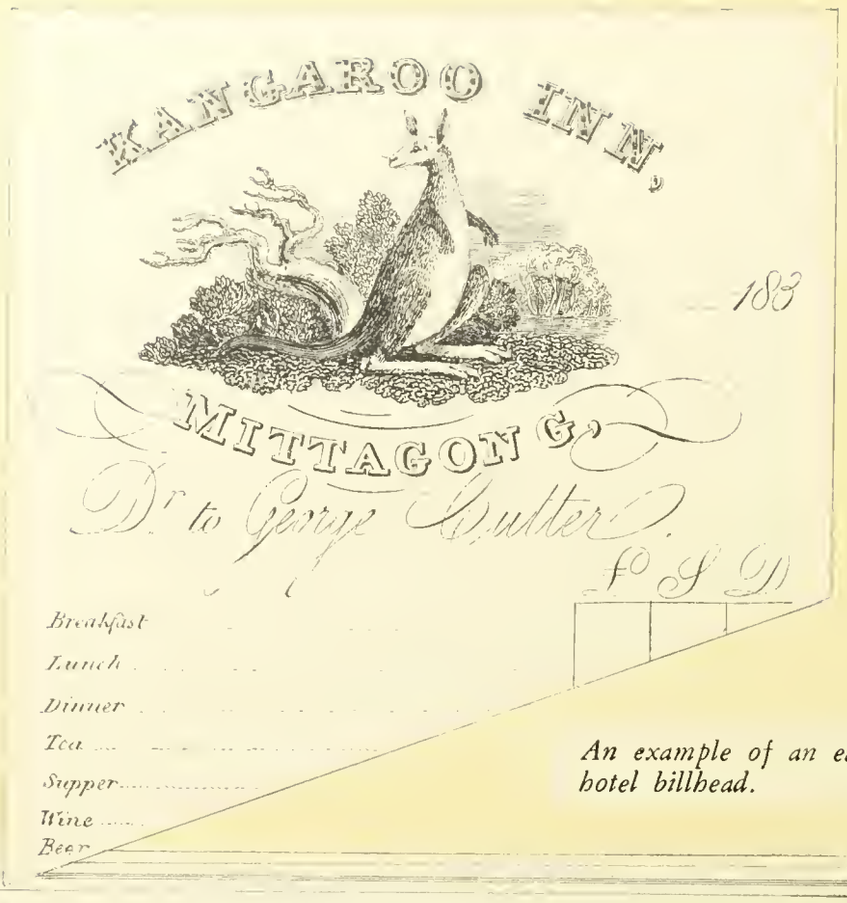
Charles Windeyer was a Magistrate of the day, and the father of the well-known Judge Sir Wm. Windeyer, the names of whose children and grandchildren are frequently to be found in legal circles.

Solomon Wiseman, there in his Hawkesbury home, little dreamed of the motors future years would see passing his doors and scattering their dust on a scene far famed even to-day for its beauty. The little ferry named after him may fall into disuse when the new northern road is opened, but too many of his children's children are scattered over our pastoral lands for him ever to be forgotten.

Again on another page our attention is attracted by the names J. Mitchell, J. McArthur and J. Mudie. The first was a well-known surgeon in Sydney, who while taking an interest in various public questions amassed a big fortune in Hunter River property. When the Bank of Australia, of which he was a director, failed in 1844, Dr. Mitchell offered this land with his other possessions, but the creditors disdained it. So Dr. Mitchell later bequeathed it to his son, who in turn used it to endow the Mitchell Library.

Sheep Breeding

It is claimed that the wealth of Australia is largely derived from its sheep, and it is McArthur whom we have chiefly to thank for the excellence of the merinos and their cross-breeds that to-day graze on our paddocks and bring wool buyers from the four quarters of the globe. We find noted in the ledger the account for goods supplied to the Sydney Gazette and quite possibly Wm. Moffitt supplied some of the paper for which from time to time there appeared such frantic appeals in the Gazette.



An example of an early hotel billhead.

H. EARLY,
Saddler and Harness Maker.
Maitland.
Rose Inn.
Saddles made in the English materials, Gig Harness Horse Clothing & Nets, Whips Spurs, Sponges &c &c.
all sorts of Saddlers Ironmongery Country Orders promptly attended to.

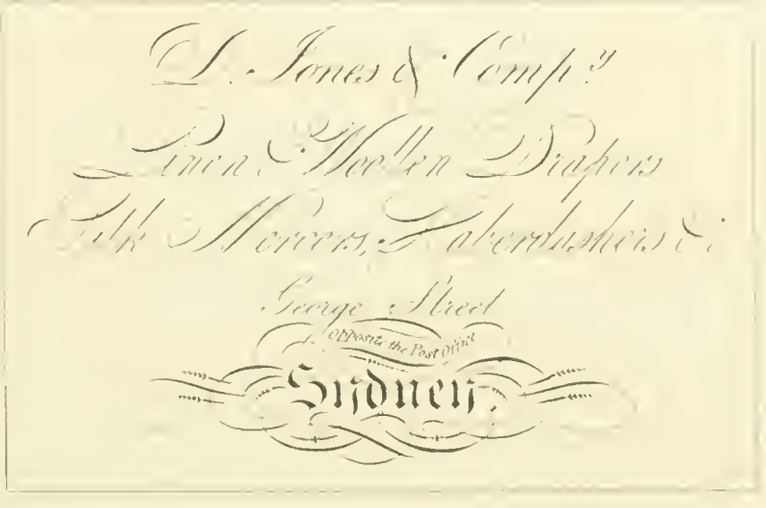
A sample of one of the many ornate business cards engraved by Wm. Moffitt.

and of which the following are fair specimens. First comes:—"Wanted to purchase any quantity of demy, medium or folio post or foolscap paper for the use of printing; and which from any accident from damp or slight mildew rendered unfit for printing will answer the purpose."

Difficulties of Early Printers

Then came: "We have had repeatedly to lament the necessity of vying with the chameleon its change of colour, and of being compelled to rival the prophetic son of Orpheus in the frequency of change that has been given to our shape. To necessity we cannot dictate . . . We hope, nevertheless, in all the lively tints with which the Chinese favour us, still to prosecute our labours until relenting fate shall put an end to our vicissitudes."

David Jones was amongst William Moffitt's first customers, and on nearly every page of the early ledgers are names which are still prominent in the commercial life of this country There are so many, all equally distinguished, that it is impossible to single out one of more historic interest than another.



Of his business rivals, the most formidable appears to have been John Carmichael, but it is evident from early records that William Moffitt was easily the leading stationer and printer of his day in Sydney.

Cards and Labels printed about 1830-35
for New Zealand and Hobart Town,
Van Diemen's Land.

High-class Work

FORTUNATELY many impressions of the copper plates engraved by Wm. Moffitt a century ago are still in the possession of the firm of W. C. Penfold & Co. Ltd. Considering the difficulties in procuring adequate paper, ink and tools, one is at once impressed with the high class of the work he produced. It was indeed varied as some of the accompanying illustrations will show. Also Mr. Moffitt did not even in the very early days of his career confine his attentions to the residents of his own city, as there are samples extant of his work for clients in Mittagong and Maitland, as well as Hobart Town. For the last-named town is a set of labels for James Macnaughton, "Apothecary and Druggist." Some of these are very quaint. One reads: "Antibilious Pills: Two may be taken at any time when required." Another, "The Composing Draught," and yet another, "This draught to be taken immediately." The crest on each is an angry-looking eagle with wings spread. A card for the firm of Simmons, Weston & Co., Auctioneers, shows them as situated in the Bay of Islands, whilst a second firm of auctioneers, Spicer & Weavel, were also located there.

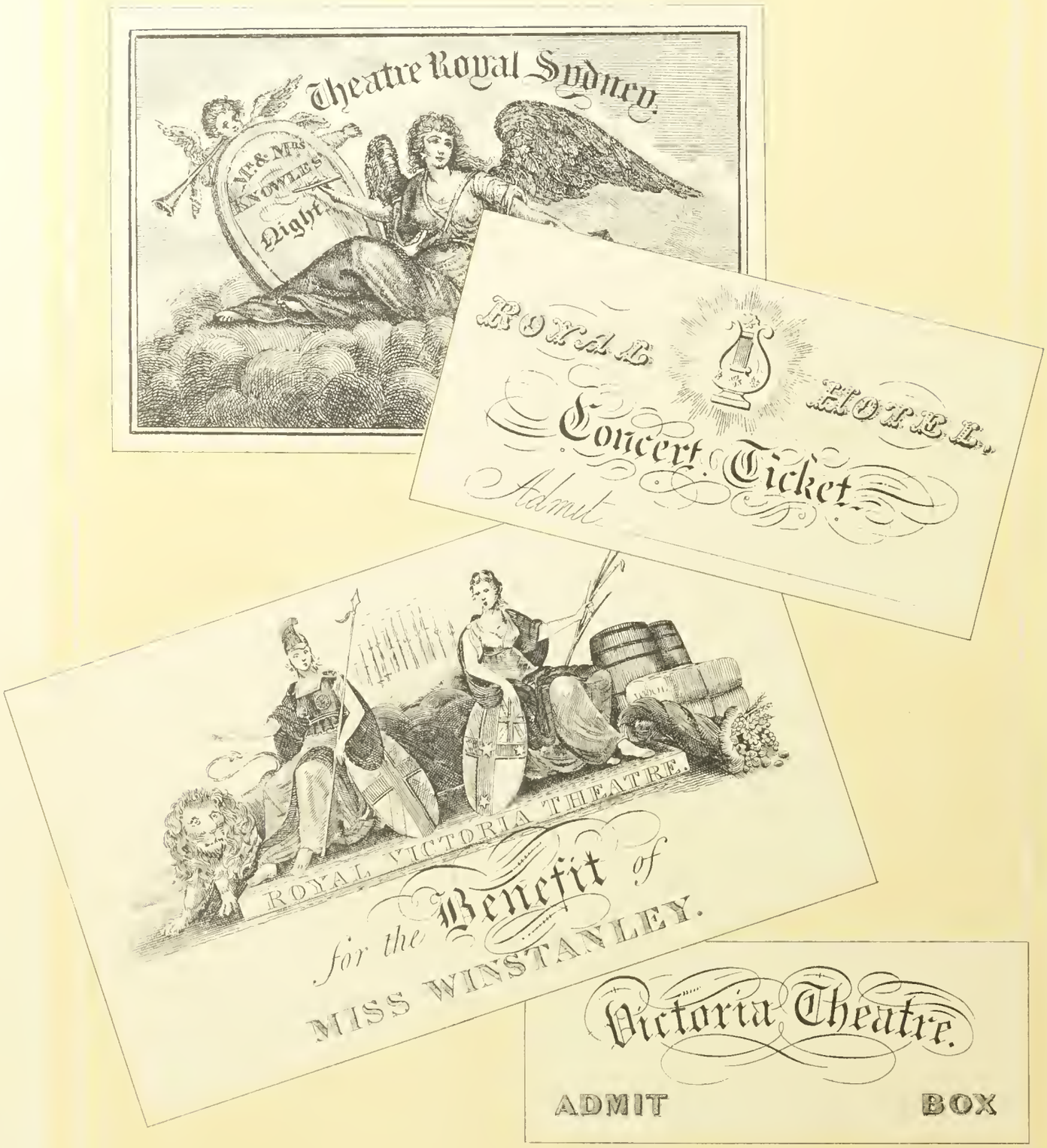
A card for Edgar Hyland, "Shipping Butcher, near the Queen's Wharf, Sydney," advertises "Live stock always on hand," and with that of "D. Smith, Tailor, nearly opposite the King's Wharf," is interesting for the curious bit of history revealed. From the first settlement of the colony the King's Wharf had been the main wharf, and it was for many years the only wharf at which dutiable goods could be landed, but in the thirties this name was changed to the Queen's Wharf, a change which must have caused much confusion for some years.

A trade card for A. Dick, Watchmaker, Jeweller, Etc., is replete with armorial bearings, and is interesting since it advertises his

Interesting plates mentioned on Pages 35 and 37.

shop as being in George Street, "Opposite the main Barrack Gates." To-day great banks tower on the site of the old barracks, and all that is left to remind us of the former occupancy is the name of the street.

One plate which is of particular interest is that of John Gray, General Dealer, of Hutchinson's Building. It reads: "Captains, Whalers and Country Gentlemen supplied with every description of slop clothing on the most reasonable terms." The term "slop," for ready-made, has long since fallen into disuse, and in these days it reads oddly as being connected with "Country Gentlemen."

An interesting piece of engraving showing the quality of Wm. Moffitt's work.

Samples of early Theatre tickets.

(See opposite page for particulars.)

The names of Miss Winstanley and Mr. and Mrs. Knowles are still remembered by many.

Famous Actresses

One of the best examples of Wm. Moffitt's early engraving is that of a card for a benefit performance at the Royal Victoria Theatre for Miss Winstanley. Few actresses were of more interest than this same Eliza Winstanley, who was not only the first Australian actress to face the London stage, but a very well-known contributor to "Bow Bells" and other periodicals as well as the author of some twenty novels. One of these, "Twenty Straws," deals with Colonial life in the "thirties." This versatile lady was the daughter of Mrs. Elizabeth Winstanley, who at one time kept a bonnet shop in Hunter Street, and later a tobacco shop in Pitt Street.

An early picture of Sydney Cove.
(In the possession of the Mitchell Library, Sydney)

SAML ONIONS,

25 King Street

Black & White Smith.

BRAZIER

AND

Bell Hanger.

Furnishing Ironmonger.

TIN PLATE

Worker.

&c. &c.

SYDNEY.

Saml. Onions' Billhead.

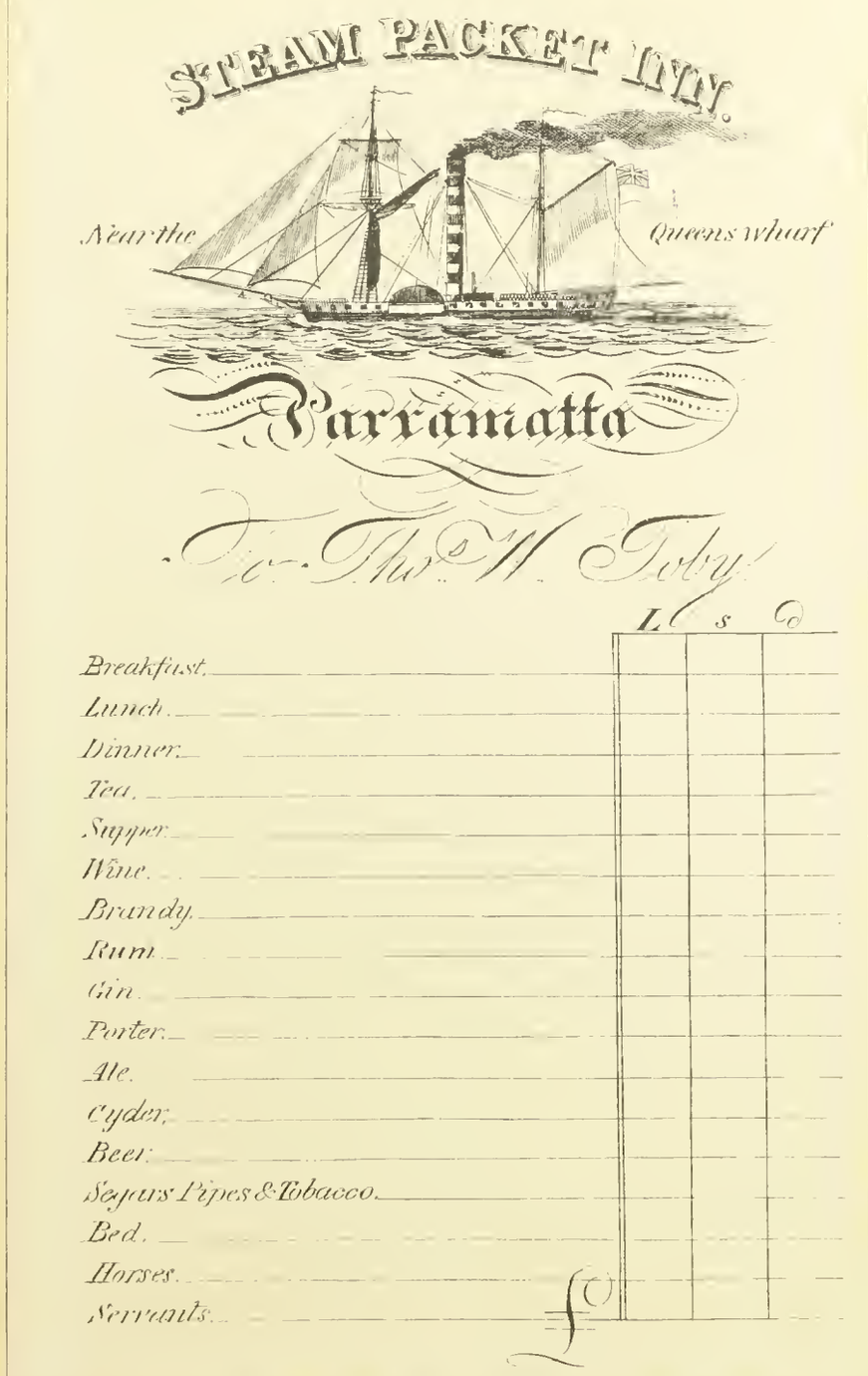
(Note the old sign hanging over the front door)

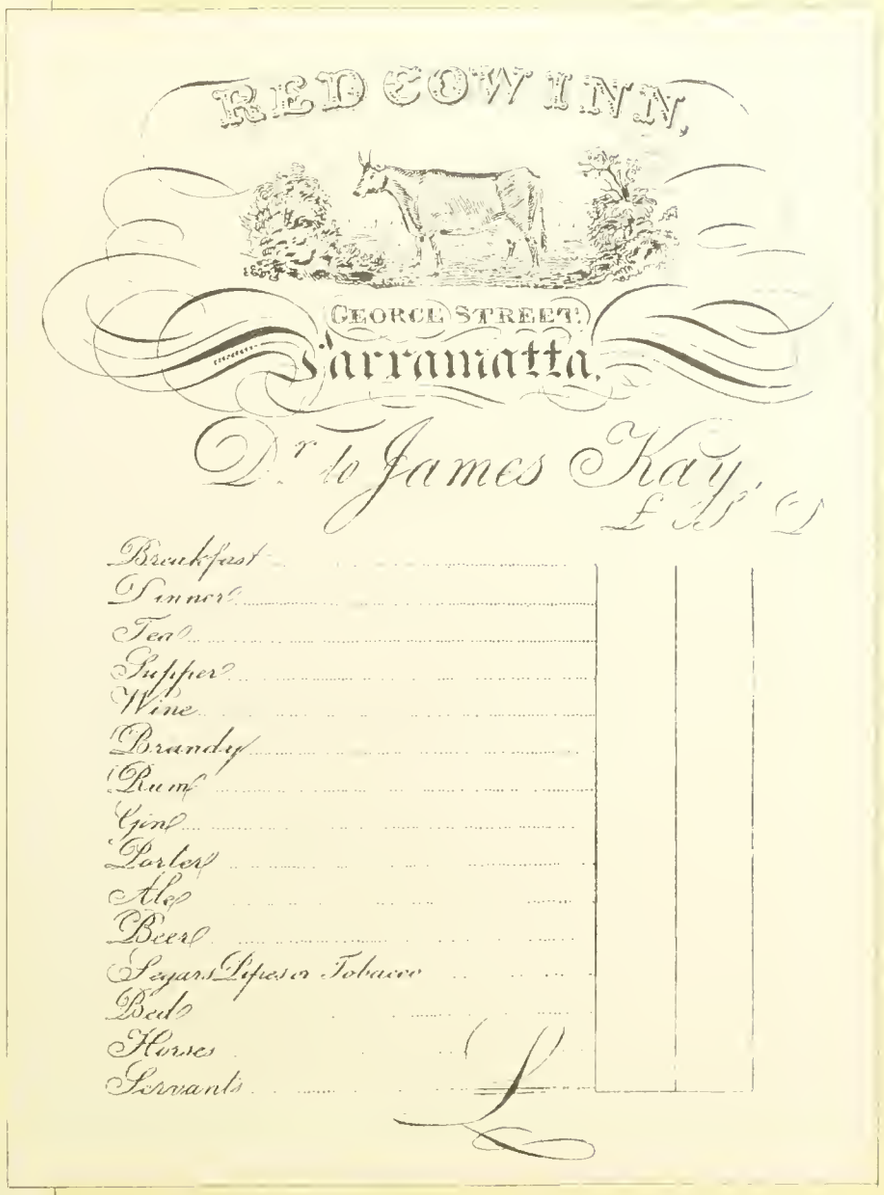
Distinctive Signs

Samuel Onions, of 23 King Street, boasts one of the most distinctive advertisements, although it is not known if it was his or Wm. Moffitt's genius that devised it. The shop of two storeys had three windows, one of which apparently belonged to the business of E. Onions, "Linen Draper, Haberdasher, Etc.," as that is the inscription the window bears, whilst the other two were utilised by Sam. Onions, "Black and White Smith, Brazier and Bell Hanger, Furnishing Ironmonger, Tinplate Worker, Etc., Etc." The windows are all somewhat opaque, but whilst that of E. Onions dimly shows garments suspended in the interior, those of Samuel reveal braziers, tools, etc. William Moffitt's connection with Samuel Onions was not confined to his printing, as in "The Australian," of 14th November, 1837, we find a notice asking that all claims on the Estate of Samuel Onions be sent in to him.

The sight of billheads for two of Parramatta's famous inns calls forth very many memories. Indeed, the full story of each, intertwined as it is with the lives of many of our celebrities, deserves a chapter to itself did space permit. First comes the "Woolpack Inn," then situated in George Street, on the site of the present

The card of one of N.S.W.'s most famous Inns.





The billheads of two of the famous old Inns of Parramatta.

Parramatta Court House. The writer has never heard an authoritative date given for its beginning, but at any rate many years before Wm. Moffitt first established himself in King Street the "Woolpack" was a centre of attraction in Parramatta. Its first landlord was Andrew or "Bill" Nash, though no known relation to the draper whose premises Wm. Moffitt took over in Pitt Street, and its next, John Williams, was a very well-known identity. The "Woolpack" has many points of interest for us to-day, one of which is that its bowling club is claimed to have been the first bowling club in Australia. "Old Chum" says of it: "The most interesting event in the history of the old 'Woolpack' was the foundation of the first bowling green and club in Australia. Prior to this in 1868, the late Mr. Alex. Johnstone had been practising all by himself at Elizabeth Farm. In the early nineties it was demolished and the present Court House was built on this old site, but its license and name were transferred to the premises which it now occupies and where it is so well known."

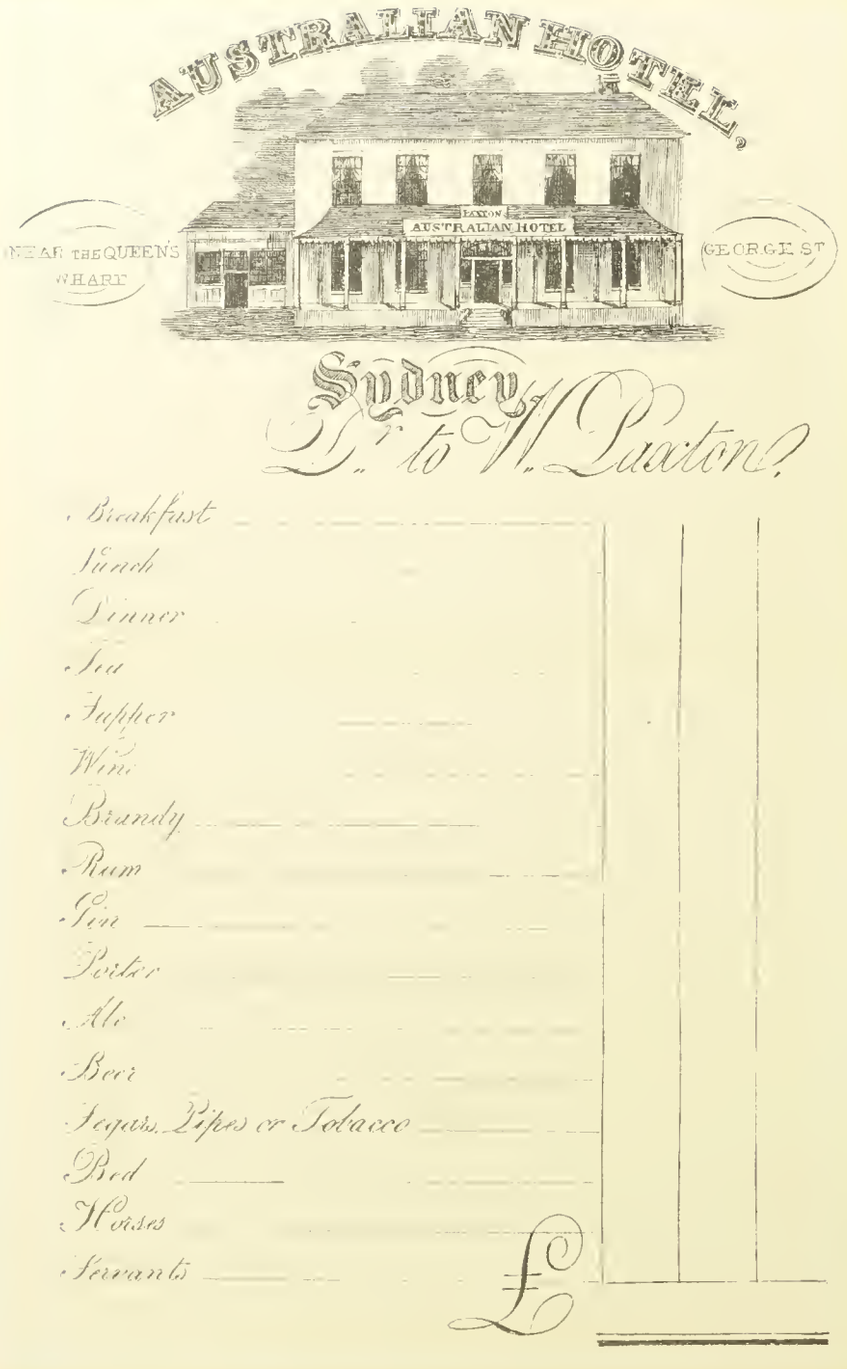
The Woolpack Inn

The other ancient Parramatta Inn of note was the "Red Cow," and in the thirties and forties this quite eclipsed the Woolpack in both size and splendour. When the "Red Cow" was first established is quite wrapped in mystery, but in the "Sydney Gazette" of July 31st, 1803, there appears the following advertisement:—

The Red Cow Inn

JOHN WILLIAMS,
Coach Lace and Fringe Weaver,
Opposite the "Red Cow,"
Parramatta.

So that it looks as if the "Red Cow" was known right from the dawn of the nineteenth century. Its reputed founder was Charles Walker, and his widow carried on the trade after his death and into the fifties. The hostelry survived until the premises passed into the hands of the Commercial Banking Co., in 1873. The land comprised two acres in the heart of Parramatta, and yet the sum involved was only £1,500. It is interesting to read that the



The leading hotel of Sydney in the early thirties.

first Agricultural Society of N.S.W., with Mr. Justice Barron Field as President, and Rev. Samuel Marsden, Wm. Cox and Hannibal McArthur as Vice-Presidents, celebrated its foundation with an immense dinner in Vice-Regal company in 1822 at the "Red Cow." But this was only one of a multitude of lavish and exclusive functions held there.

Sydney Taverns

The London Tavern, which was situated opposite where the police office then was in George Street had a modest little exterior, as the engraving shows, although it stated, "Gentlemen and families from the interior visiting Sydney will find the above . . . not to be surpassed in the Colony." The "Australian Hotel" had, as one notices in the illustration, the most unusual distinction for those days, of quite an elegant verandah and flight of steps leading to the front door. With its pretentious name it certainly gives an elegant appearance, and one feels that its name did not belie it. It

The Australian Hotel was formerly Isaac Nichols' house and was the first post office in Australia.

LONDON TAVERN

(opposite the Police Office)

Gentlemen & Families from the interior visiting Sydney will find the above Tavern from its central situation for business combined with good accomodation and moderate charges not to be surpassed in the Colony.

GEORGE STREET

SYDNEY.

Mr ____ ____

TO E. BORTON, Dr.

	£	s	d
Breakfast			
Dinner			
Tea			
Supper			
Wine			
Brandy			
Rum			
Gin			
Porter			
Ale			
Segars Pipes or Tobacco			
Bed			
Horses			
Servants			
	£		

GOLDEN FLEECE INN

Bathurst.

Dr to Mr Dillon

	£	s	d
Breakfast			
Lunch			
Dinner			
Tea			
Supper			
Wine			
Brandy			
Punch			
Rum			
Gin			
Porter			
Ale			
Beer			
Cigars pipes or Tobacco			
Bed			
Horses			
Servants			
Washing			
Cash			
	£		

Leading town and country hotels were customers of Wm. Moffitt.

is curious how on the schedule of tariff bed comes fourteenth on a list of sixteen items, the two succeeding ones being horses and servants. This hostelry commenced its career very early, and in 1838 we find it advertised for sale by Mr. T. W. Smart, and he said of it, "Lot 1 comprises the 'Australian Hotel' now in full trade and leased to Mr. M. Solomon. It is substantially built of stone, 64ft. by 24ft., possessing roomy convenient accommodation, and has a basement opening into the yard in which is erected a kitchen with the privilege of back entrance." Nowadays one wonders how many intending purchasers of a hotel would regard a back entrance as a "privilege." Later, the Chinese assumed possession of the "Australian Hotel," and it was occupied by "The Celestials," as "Old Chum" expresses it, when its demolition was ordained.

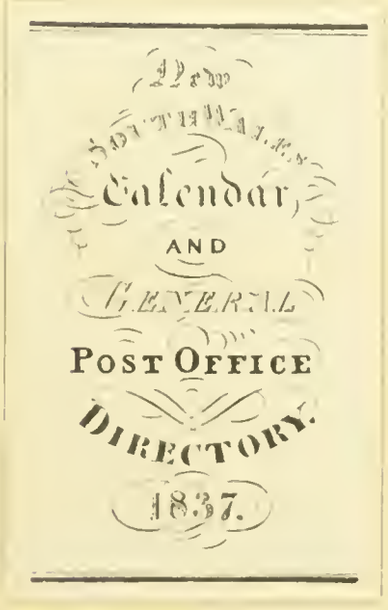
The last line in the above card plate of a well-known Windsor firm is of interest, showing one of the systems of barter.

A brewer who plied his trade alongside the General Post Office.

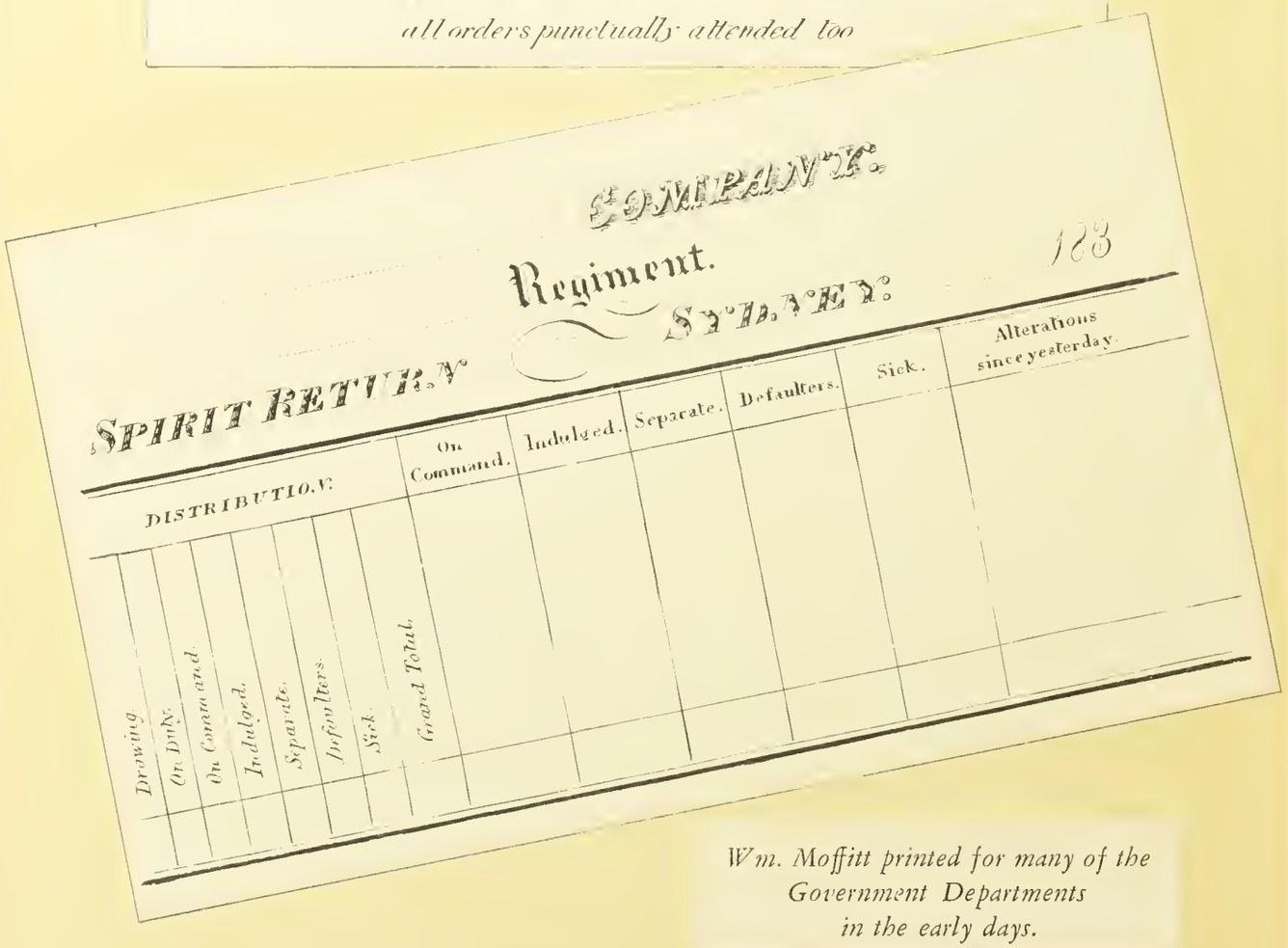
Wm. Moffitt put a tremendous amount of detail into his work as the above shows.

Cards of every class of business or function.

Sam Langham was an early universal provider.



Samples of early business cards.



Wm. Moffitt printed for many of the Government Departments in the early days.

Invoices of well-known firms of one hundred years ago.

VICTORIA HOUSE.
Corner of Great Collins & Elizth Streets.

Melbourne Cove Phillips 184

Bought of M. Cashmore & Co.

Linen Drapers, Silk Mercers, Haberdashers and Hosiers

Gents Superfine and Lush Clothing

Foreign & British Lace, Artificial Flowers, Hats, Ladies, Gents and Childrens Boots & Shoes

Bus

18

Wm. Moffitt's engraving was found in all parts of Australasia.

MAITLAND

Bo. of BOURKE RUSSELL.

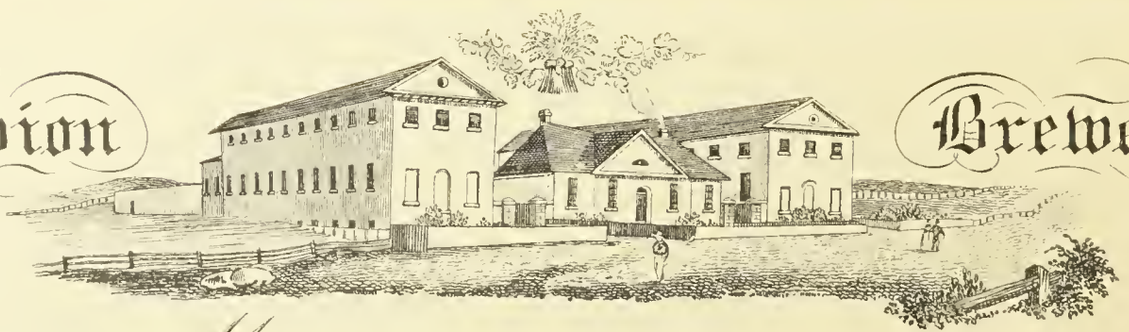
Wholesale and Retail Store.

Goods of every description sold at Sydney Prices.

N. ACCOUNTS SETTLED EVERY THREE MONTHS.

Wool Hides and all kinds of Colonial Produce Bought

Albion Brewery.



M 18

Bought of Gavin Ralston & Co.

Wm. Moffitt had plenty of scope for his engraving.

Sydney

No. 1

Fish Sauces Cocoa Chocolate and Brushes

Teas Warranted Genuine

B^D. FRED^K. STEWART

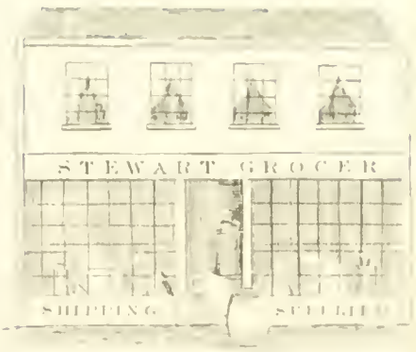
Family Grocer Tea

TEA DEALER

& Tallow Chandler

GENERAL PROVISION STORES &c

16 & 18 HUNTER STREET



Bathurst

Bought of Robert Parker

Penal. Tons. Wines & Spirits. Wholesale

183

ANCHOR BREWERY.

TRADE MARK

COUNTRY ORDERS PUNCTUALLY ATTENDED TO

WOOLLAHRA.

James Street

18

M

Bought of John Heine & Co

Export Brewers & Cellers.

Samples of early invoices.

Windsor

183

BOVETT & T. TEBBUTT,

Grocer, Draper and General Dealer.

N.B. Bills settled every three Months.

10

Windmill Street

SYDNEY

Mr. Geo. Talbot.

Mr. & Mrs. Anchor Smith, Harpoon & Baker &c. &c.

N-B. WOOL PRESSES AND SCREWS TO LET ON HIRE.

In 1830 cargo space had to be saved.

SYDNEY

18

No. 3 Pitt Street

Mr. WILLIAM MOFFITT,

Books Bound in Plain Neat or Elegant Bindings

Book-binder. Stationer. Engraver & Copper-plate Printer.

Portfolios Albums Account Books &c. made to Order

Wm. Moffitt's earliest billhead.

GEO. CEEVANS

Antwerp Distillery

Received from

the sum of

Pounds

Shillings and

per Gall.

Albion Mills.

SYDNEY.

Received from

Bushels

per Bushel

of Wheat at

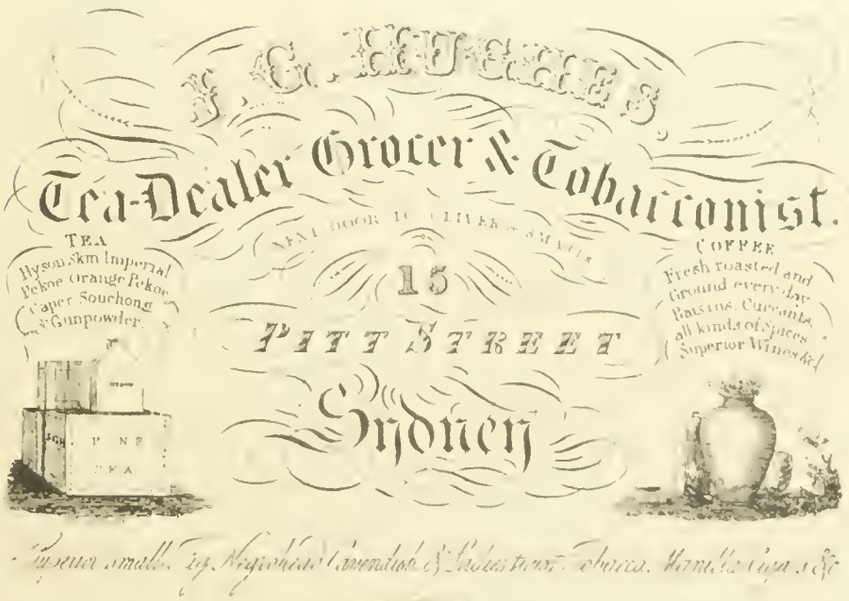
Mess.rs Hughes & Hoskins

The old Albion Mills were a landmark in Sydney for many years.

To Freight from

An early specimen of a cutter-built ship.

A very fine plate of an early Insurance Association.



A very fine sample of an early billhead

No. CERTIFICATE

Bank of New South Wales

ONE SHARE of BANK CAPITAL STOCK

One Hundred Pounds Sterling

Stands Registered in the NAME of _____

at Folio _____ of the STOCK LEDGER No. _____

under Date ___ of _____ 18__

_____ President

ENTD _____ Directors

One Hundred Pound Share Certificate of Bank of N.S.W.

(One of the earliest known issues.)

Early Banking

UITE one of the most interesting phases in the history of W. C. Penfold & Co. Ltd. is their connection with the banking institutions of Australia. During the century which has passed since Wm. Moffitt established the business, many and varied have been the links of association between them, and, indeed, still are as is shown in a later chapter. Among the early specimens extant of Mr. Moffitt's handiwork are a fine selection of bank orders, drafts, promissory notes, etc., many of which are reproduced in the following pages, and are especially interesting as showing what a long way banking business has progressed.

The Bank of N.S.W. is actually our oldest bank in Australia, having first opened its doors for business on the 8th April, 1817. Although successive Governors had tried to encourage the use of currency they had not been very successful, and until this date rum had been used as the most frequent medium of barter, with, as may be readily understood, bad results.

The Bank of N.S.W was first situated in Macquarie Place. Just prior to its opening the following notice appeared in the "Sydney Gazette." "Wanted for this establishment, a suitable, strong, well-built house, situated in or near George Street. Also two persons of respectable character, who can give good security for their fidelity, to fill the situation of cashier and principal accountant. It being intended to open the Bank on the 1st March next ensuing, no time is to be lost in making tenders of houses or services for the above purposes." In 1826 opposition confronted the Bank of N.S.W., and in February of that year the second Bank in the State, the "Bank of Australia," opened, whilst there was much agitation that a third, on less conservative establishment, should be founded. This last, the Commercial Banking Company of Sydney, was eventually opened in 1833.

Commercial Banking Company of Sydney.

One Share of Bank Capital Stock

One Hundred Pounds Stg.

On which the sum of _____
has been paid. Stands registered in the Name
of _____ at Folio ____
of the Stock Ledger of this Bank, under date
_____ 183 ____ N° _____

No Valid transfer of this Share can take place unless produced at the Bank and Registered in the Name of the Assignee according to the Deed

Entd N° _____

_____

_____
_____
_____
_____ _____
Directors

Commercial Bank Share Certificate.
Probably about the first issued.

(Note the date and old style of S.)

In Tasmania, in 1824, the Bank of Van Diemen's Land commenced operations in Hobart.

By the year 1836, the four banks operating in New South Wales had risen to a position of considerable importance, but, it is interesting to note, that, in comparison with the huge volume of banking business of to-day, for the half year ended June, 1836, the four banks had notes in circulation totalling only £108,131, and the total assets of the four banks were £822,066.

First Directorate of Bank of N.S.W.

On the first directorate of the Bank of New South Wales were Mr. Richard Jones, as President, and Messrs. W. C. Wentworth, James Chisholm, Robert Campbell, W. Lawson and W. Lithgow, names that are prominent in the history of the State. The establishment of the Bank of New South Wales was the first step made by the infant colony towards an independent commercial life.

GUNDAROO

No. Gundaroo Stores ONE

On Demand I Promise to pay

or Bearer One Pound Sterling

GUNDAROO day of 183 No.

ONE SYDNEY Payable at Joseph Norton's

GUNDAROO.

Owing to shortage of money, many country stores paid for their goods in Promissory Notes.

No. Sydney Gold Escort Company No.

One day after sight We Promise to Pay

the Bearer ONE POUND Sterling

No. SYDNEY 185 No.

For the SYDNEY GOLD ESCORT COMPANY

ONE

Cnt.

Directors

Even during the gold rushes coin of the realm was not over plentiful.

No

HALF a CROWN.

2/6 — No

One day after Sight promise to pay

to _____ or Bearer

The sum of Two Shillings & Six Pence Value received

at

Wess.rs Kinnear & Co

Port Macquarie 2/6 - No

Please present for payment between the hours of 10 & 12 O'Clock

No

ONE POUND.

20/. — No

One day after Sight promise to pay

to - M _____ or Bearer

The sum of TWENTY SHILLINGS Value received

at

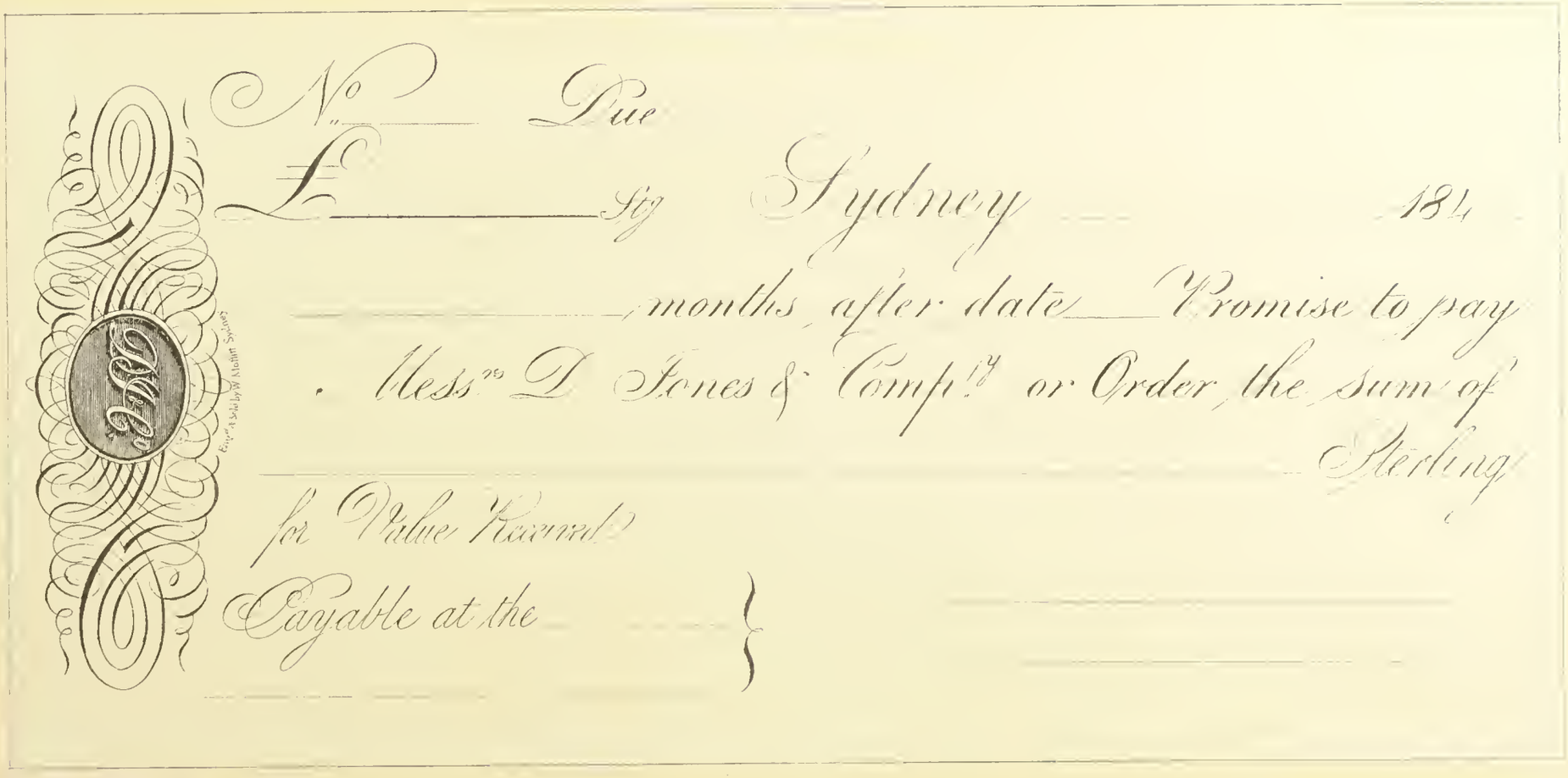
Mr. D. Kinnears.

Elizabeth Street South Sydney.

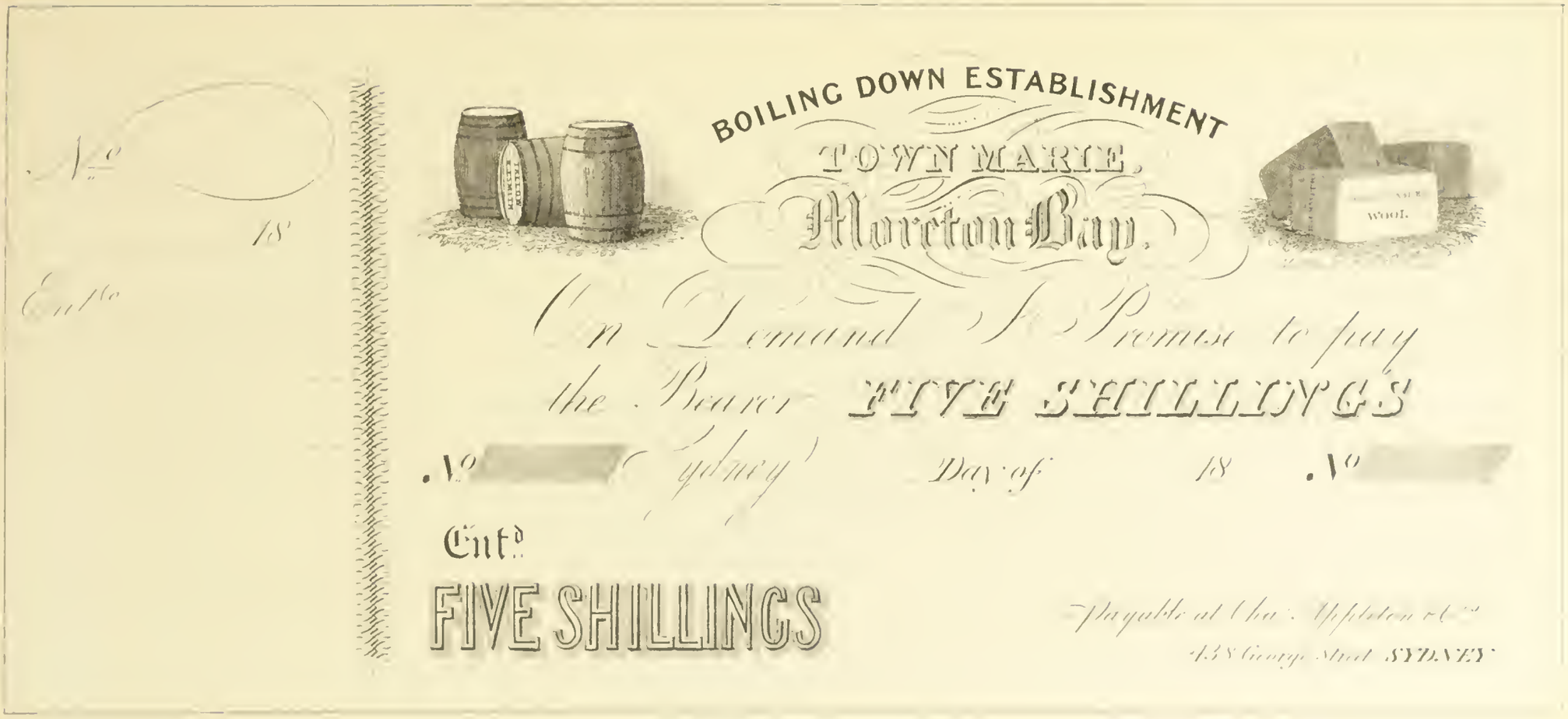
20/. No

Present for Payment between the hours of 11 & 12 O'Clock A.M.

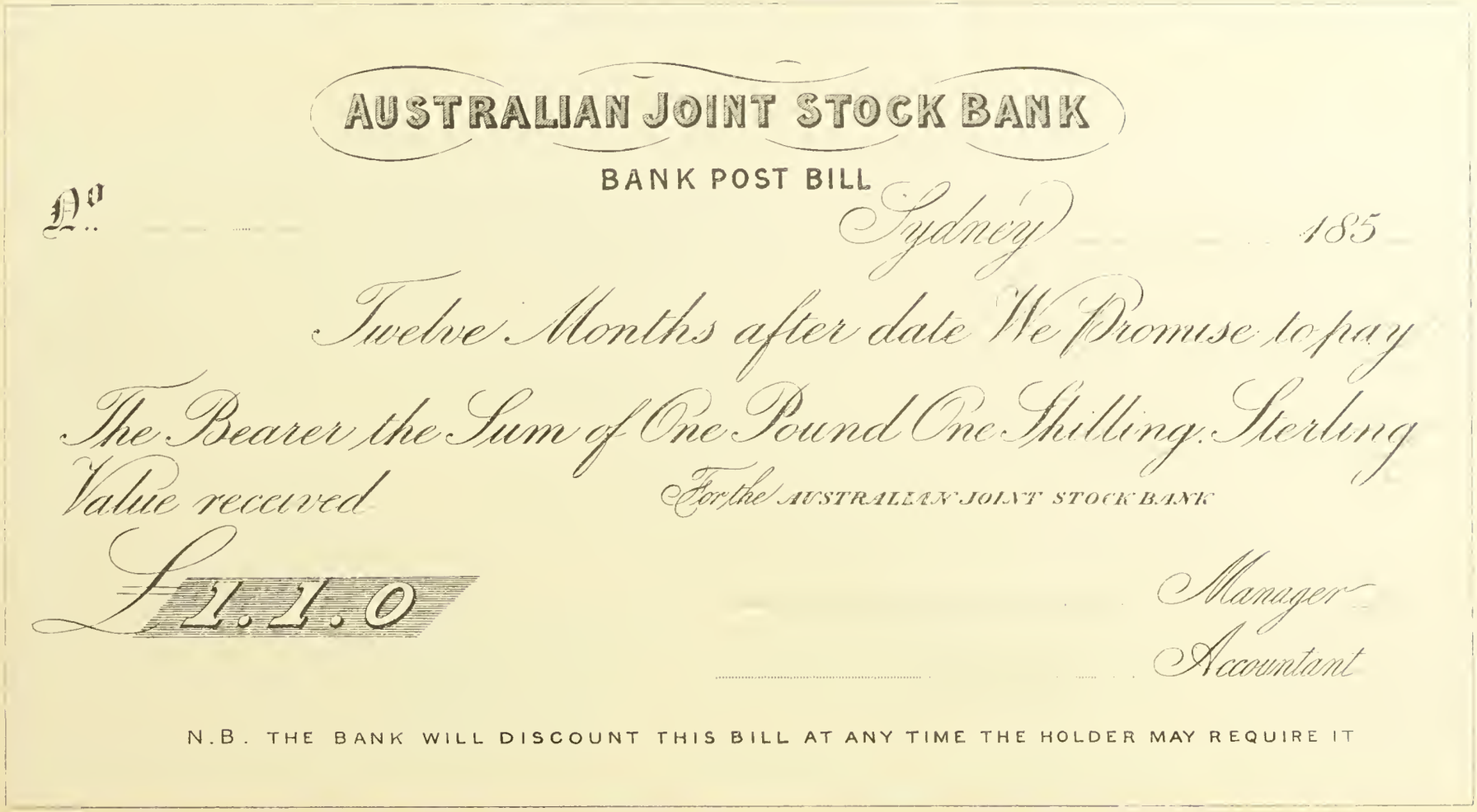
These Promissory Notes are interesting, showing as they do the half-crown for the two and sixpenny note, and the four crowns for the twenty-shilling note.



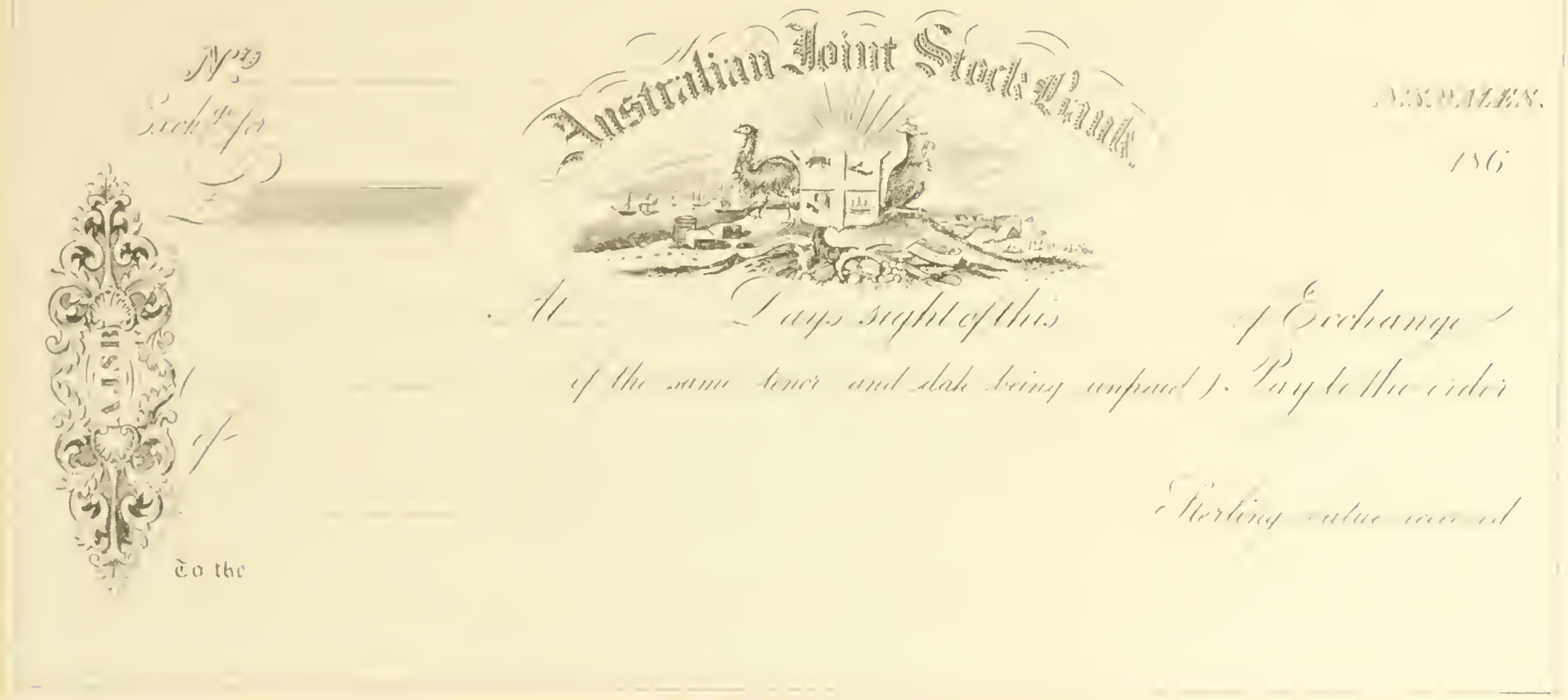
One of the few firms still in existence
which were customers of
Wm. Moffitt.



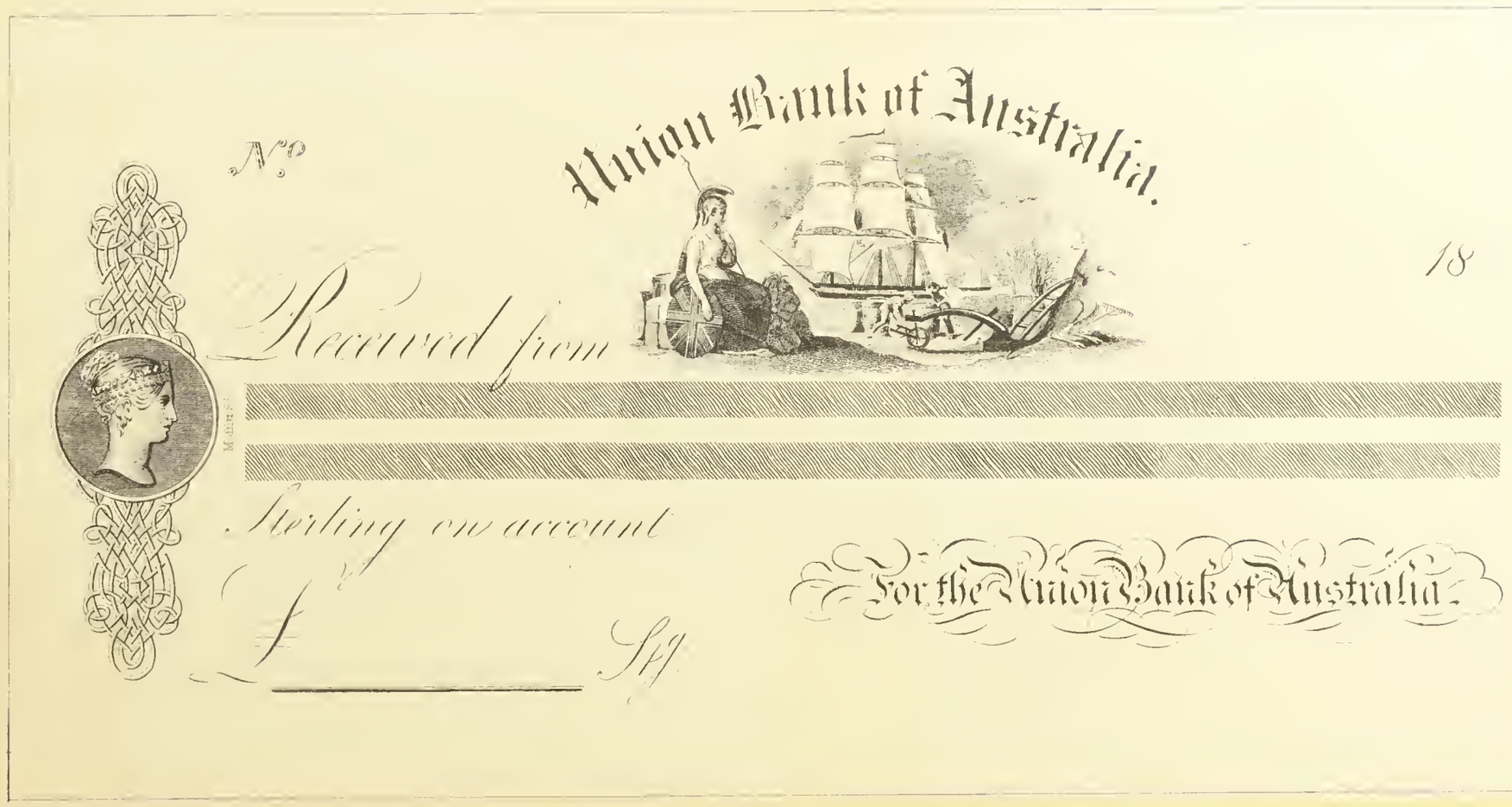
A sample of paper currency circulating in Queensland in the early days.


AUSTRALIAN JOINT STOCK BANK
BANK POST BILL
No
Sydney 185
Twelve Months after date We Promise to pay
The Bearer the Sum of One Pound One Shilling Sterling
Value received
For the AUSTRALIAN JOINT STOCK BANK
£1.1.0
Manager
Accountant
N.B. THE BANK WILL DISCOUNT THIS BILL AT ANY TIME THE HOLDER MAY REQUIRE IT

One of many of the Bank Bills which
Wm. Moffitt engraved.



The Australian Joint Stock Bank, now the Australian Bank of Commerce Ltd., had particularly fine work in its early printing.



An elaborate bank deposit slip.

PARTICULARS of PAYMENT

Notes

Sovereigns

Dollars

Silver

Copper

Cheque

Paid in on Account of

with the **Union Bank of Australia** *the sum of*

by the hands of

£ Cntˢ

The above bank deposit slip is of particular interest, showing dollars as current coinage.

To the Manager of the New Zealand Banking Comp

KORORARIKA

Pay

Sterling

£

Wm. Moffitt engraving was found in all parts of Australasia.

Photo taken on my Eightieth
Birthday 11th June 1897
Thomas R. Geo

IN 1874 William Moffitt retired, and for twelve years the business was conducted along much the same lines by his successor, Thomas R. Yeo. Mr. Yeo had for many years previously been associated with Mr. Moffitt, and there are several of the present staff who remember this sturdy old West Country gentleman, and all unite in paying tribute to his courtesy and his friendliness.

Amongst those of the present employees of W. C. Penfold & Co. Ltd. who have the clearest remembrance of Mr. Yeo is Mr. A. J. Rooke, manager of our Retail Stationery Section. Mr. Rooke has been in the employ of the firm for 43 years, and has many happy recollections of Mr. Yeo.

It is also of particular interest that Mr. Thomas Flannery, who has been responsible for the composition of this book, was in Mr. Yeo's time an apprentice to Messrs. Cunninghame & Co., who were opposite our old premises, 183 Pitt Street.

Mr. Yeo occasionally required an extra boy for special messages, and used to employ Mr. Flannery, when he could be spared by Messrs. Cunninghame & Co., his remuneration being at the rate of half a crown a week. On finishing his apprenticeship at Cunninghame's, Mr. Flannery became an employee of this firm, with whom he has served for 42 years.

The premises in which the business was conducted at this period consisted of a shop, a store room, stable and coach house. The shop was about thirty feet in depth, with old-fashioned counters and shelving. At the rear was a court yard in which stood, at one side, stable and coach house, and, on the other side, a two-storeyed building, used as a workshop for bookbinding and as a paper store, etc. The whole made commodious premises for the substantial business then carried on by Mr. Yeo.

Pitt Street (showing 183 *with the sign Bookseller and Stationer) as it appeared in* 1878.

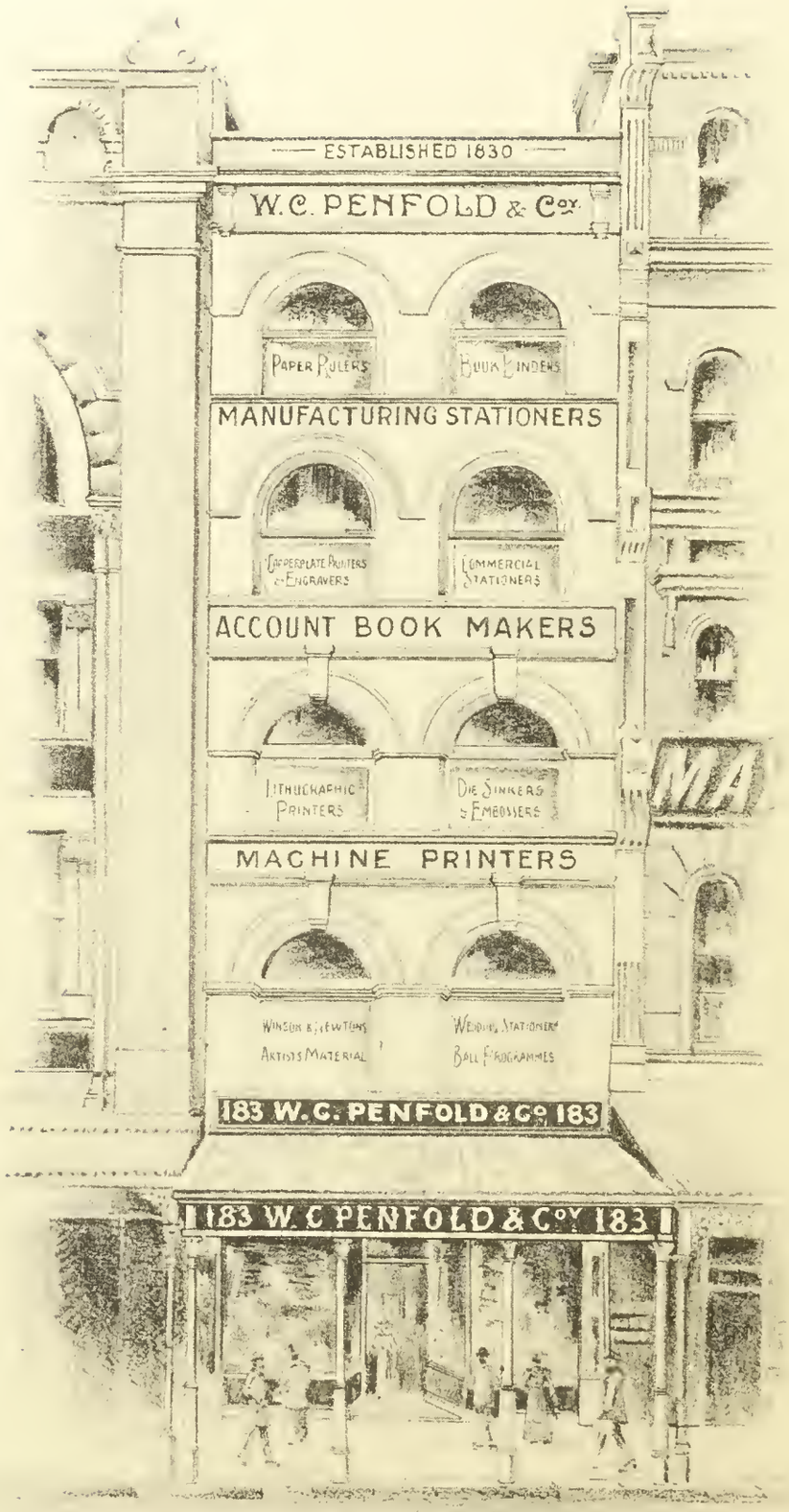
W. C. Penfold

SYDNEY was within two years of its centenary, and the business had just passed its jubilee, when W. C. Penfold & Co. (consisting of Mr. W. C. Penfold and Mr. F. E. Penfold) assumed control. What a difference in the city of to-day and the city when W. C. Penfold & Co. took control from Mr. Yeo. This difference is shewn in both business and printing methods generally. Mr. W. C. Penfold would frequently ride into town, stabling his horse in the yard at the rear of the premises. And in those days a peach and fig tree flourished there where nearly a century earlier the rat-pit had held pride of place. Sydney had less than two hundred thousand inhabitants, and the house of Penfold six employees—to-day, Sydney has passed its million and a quarter mark, and the firm of W. C. Penfold & Co. Ltd. employs a staff of over 300.

It was not long before both the business and the staff expanded. First came a Lithographic Printing Machine, a Ruling Machine and Embossing was introduced, and with each fresh venture came a bigger staff, and soon the size of the building had to be increased. But the largest innovation of all came with the installation of Linotype Machines some thirty odd years ago.

Firm's place in city life

It has already been said that in a measure the story of the firm of Penfold is the story of the City of Sydney, and this is true of a great commercial printing house in a sense that is true of no other business establishment. The rise of the big banks of Australia reflected the tremendous extension of the pastoral and agricultural industries of the Commonwealth, and other commercial and financial institutions have marked the ebb and flow of the State's development. But the history of Penfolds', its steady insistent progress and expansion over a period of a century, is a barometer which registers the advance of the small Colonial settlement to the great city of to-day. Great pastoral holdings, agricultural development, gold fevers, these are phases in the



A front view of 183 *Pitt Street*
as it appeared about 1905.

Progress of N.S.W.

history of the Colony. The less spectacular, because more gradual transformation of a small, bureaucratically governed convict settlement into an independent and populous centre of trade and commerce, the second city of a great empire and one of the leading sea ports of the world, provides one of the most amazing chapters in the history of Australia. Now it is the records of a printing house, such as Penfolds', which furnish convincing proof of its reality. Printing, commercial printing that is, is the servant of commerce. Books of account are the encyclopædia of trade. Stationery is the advance agent of business. The firm of Penfold, Printers, Stationers and Account Book Manufacturers, is a recording house for the many-sided activities of the great city of Sydney.

Early Staff

When W. C. Penfold & Co. purchased in 1886 the business situated at No. 183 Pitt Street, the staff consisted of one shop assistant, one account-book sewer, one foreman bookbinder, two journeymen binders, and one messenger. To-day, the same firm occupies three large buildings and employs a staff of more than three hundred, whilst in its service is machinery which represents the saving of, perhaps, another three hundred. That is the contrast between the Sydney of 1886 and the Sydney of 1930. That is the striking testimony by the firm of Penfold to the great strides made by the mother city of the Commonwealth in the last half century. Here is the retail shop, and immediately at the rear of it stands the immense eight storey building, the whole of which is occupied by the firm.

There are samples of the work turned out by this century-old establishment year by year, and though styles and conventions have changed in printing as in other things, and whilst methods have altered still more radically the same even standard of quality is apparent throughout. The firm of Penfolds has not prospered simply because Sydney has grown, for there is nothing adventitious in a lasting commercial success. Penfolds has prospered because it

Hosking Place, showing the position of our City Factory as it appeared in 1870.

has rendered a service to the commercial life of Sydney, commensurate with the increasing demands made by the rapidly developing city. When the site of the business was changed from 183 Pitt Street to the present premises it was thought by some that a retrograde step had been taken, but there is a right place for every class of business in a big city, and the centre of a fashionable shopping block was not the right place for a utilitarian printing and stationery establishment. Its place was among the commercial and financial houses, and at 88 Pitt Street it is properly situated.

Change of address after ninety years

There is much of historical interest connected with the present site, so much that a book could easily be written wholly concerned with the various people who have lived and worked in this section of Sydney's oldest street. For Pitt Street has the distinction of being our oldest named thoroughfare. Mr. C. H. Bertie, in his history of this street, records how between the years 1861 and 1866 a horse tram ran. "It consisted of two cars, one called 'Old England' and the other 'Young Australia,' and ran from the Railway to Circular Quay. The fare was 3d. and each car carried 60. It was opened on December 23rd, 1861, and very soon murmurs of discontent arose, but it was not until November, 1866, that the tramway was abolished. The trouble arose over the rails used. These were known as 'Train's patent tram rails.' When the rails arrived it was discovered that the step of the rail from the flange was only five-eighths of an inch, while the flange of the wheel intended to run between the step and the flange of the rail was one inch. The remarkable expedient was tried of reversing the rails, with the consequence that about one inch was above the surface. The shopkeepers complained of the inconvenience until the tram was removed."

Terry's Buildings, which are now the situation of Penfolds' Retail Establishment.

ON the site of 88 Pitt Street was part of a row of buildings known as "Terry's Buildings," and in the northmost end of the row, on the actual part on which the firm of W. C. Penfold & Co. Ltd. is now entrenched, the Public Library of N.S.W. was housed between 1827 and 1831. Here would foregather the trustees of a century ago, and among them were many clients of William Moffitt. The Library was on the first floor, under it stood the Sydney Dispensary, so that its customers having acquired physic for their bodies could climb above in quest of mental tonic. The architecture of Terry's Buildings caused great inconvenience to pedestrians as it projected right on to the footpath, and this obstruction lasted until the "eighties."

A historical position

The great fire of Sydney

The appearance of the block in which Penfolds now stands was totally altered in 1890, when on October 2nd a great fire which originated in these very buildings completely wiped out most of the buildings between what is now Martin Place and Hosking Place. This fire was instrumental in bringing about very vital alterations in the landscape. Martin Place was unknown before 1890. Earlier there had been no proper thoroughfare on the northern side of the Post Office, merely a lane some thirty feet wide, known as Post Office Lane. The thoroughfare between Pitt and Castlereagh Streets at this junction was called Foxlow Place. For many years previously the citizens had been agitating for an adequate approach to the Post Office, and estimates for its construction had even been prepared. It is hard for the present generation to realise what the city would be like without its Martin Place, that spot which, since the Great War and its attendant celebrations, holds such a hallowed place in the hearts of our citizens. Yet until the early nineties no such civic centre existed. It was actually named after Sir James Martin, and it was in February, 1892, that we have our first record of the use of the name.

Present Retail Shop and City Factory at 84½-88 Pitt Street, within 250 yards of G.P.O.

To come back to 1930. In these days of fierce international competition in trade, with America and the Continental Nations endeavouring to oust Britain from her position of supremacy in manufacture, it is pleasing to find a great factory equipped, not wholly, for, of course, that would be impossible, but largely, and obviously preferentially, with British machinery and using almost exclusively material of British origin.

Universal Printers

The output of a large printing house caters for an immense range of the activities of the community. Handsomely bound books of account, the hundred and one printed forms which have their place in exchange, ornate cheque forms, trade labels, diaries, catalogues, calendars, form part of an unending list. From the presses of Penfolds' establishment every kind and description of printed matter goes forth to take its part in the commerce of the city. The daily records of transactions in many of the great business houses of Sydney are entered in books of Penfolds' make. It is the wide range of work undertaken that has necessitated the almost yearly expansion of the Penfold plant and equipment. It is the preparation which the firm has made which has enabled it to meet the ever-increasing demands of the growing city, and to hold its place in the forefront of its own line of industry.

Business Systems

The addition of Business Systems to office equipment marked one of the most important advances made in commercial life. Every financial institution has realised the value of modern loose-leaf ledgers, and of filing systems which have brought order out of confusion, and economy and accuracy out of waste and error. W. C. Penfold and Co. Ltd. quickly appraised the benefits to be derived from these new systems, and it is worthy of note that one whole floor of the big factory is taken up by this new department. Among the most comprehensive alterations of office records made in Sydney was the installation of new signature records in the Savings Bank Department of the Commonwealth Bank, and

A few of the many departments of our Printing and Stationery Business.

1. *Branch Factory at Dowling Street.*
2. *A section of our Ruling Department.*
3. *A corner of the Composing Room.*
4. *A glimpse of the Binding Department.*
5. *Some of our cutters at work.*
6. *Another corner of the Binding Department.*
7. *Art Material Department.*
8. *Systems Showrooms.*
9. *A section of our Retail Stationery Department.*
10. *A view down the Letterpress Department.*
11. *Another corner of the Letterpress Department.*
12. *Portion of the Lithographic Department.*

the whole of this equipment, including steel filing cabinets and many thousands of forms, was supplied by the one firm, Penfolds'. Here was proved the commercial wisdom of the firm's policy of keeping well abreast of the times.

Big labor-saving installations

The retail establishment is stocked with every known requirement in the field of stationery, which has a wide connotation in these modern days. The artistic community has been indebted to the firm for its comprehensive service.

For many years regular supplies of artists' material have been imported from the world's best makers, and here this commercial house has contributed something to the æsthetic side of the community's development. Every material required for water and oil painting, crayon and pastel work, etching and commercial art is stocked, and this has meant much to the art community in a place thousands of miles distant from the recognised centre of art. Throughout the whole stock, wide as its range is, the Penfold quality is maintained.

Quality counts

Though the retail establishment provides an outlet for only a small proportion of the output of the factory, it has been the point of contact between the firm and the general public for a hundred years. It has given the firm a place in public estimation comparable with its position in trade and commercial circles. There are students, artists and householders who go to Penfolds' shop for their small requirements as inevitably as the large commercial house goes to the Penfold factory for the execution of its orders. This consistency of quality in all departments throughout the years has been due to efficient management by an active proprietary executive and to the beneficent co-operation of employer and employee, which is a tradition of the firm. Is this an age of industrial unrest in which men serve their employers for upwards of forty years? In the service of the firm there are a number of men with this record.

Feeling between employers and employees

THE attitude of the firm towards its employees was happily expressed by a Director at a social gathering a year or two ago. Addressing the staff, he said: "We have endeavoured in our actions throughout the year to earn your respect and esteem as well as to promote our business standing." And an employee responded with, "Understand one another, meet trouble on the bounce and spread harmony all round, from one floor to the other. If you stick to that ideal and co-operate with friendly regard, then the coming year will be a pretty good one." These were frank words, fairly spoken, and they summed up the relations that have existed between the firm and its employees, which, in turn, have helped the business along the path of progress. For success in such a business, as the firm of Penfold, could not be determined by prudent management nor achieved wholly through the agency of an up-to-date plant. Craftsmanship of a high order on the part of skilled operatives and the loyal co-operation of every unit of the organisation were needed, and these were given. This happy relationship has been maintained through the personal supervision of the proprietary in the management of the work of the shop and factory, and by a realisation on the part of the staff that they were active partners in the undertaking. The result has been for the benefit of both employer and employee; both have shared in the increasing prosperity of the firm.

It has been said already that the output of the factory is mainly commercial printing, but there have been occasions on which the printing of literary, artistic or scientific publications has been accepted with remarkable results. When Messrs. G. A. Waterhouse and George Lyell wrote their authoritative book, "The Butterflies of Australia," a work which won world-wide commendation, Messrs. Angus & Robertson, the publishers, sent it to

Penfolds for printing. In addition to extensive letterpress, for the work was a comprehensive one, there were many photographic illustrations in black and white, and four coloured plates, from paintings by Mr. F. W. Simmonds, illustrating about one hundred species. From the press of W. C. Penfold & Co. Ltd., issued a publication which the "Times Literary Supplement," in a lengthy and critical review, praised as "Typographically admirable . . . reflecting great credit on everybody connected with its publication." This verdict of an authoritative journal disclosed to the world that in Penfolds' Australia had a printing house capable of competing with the world's best. Here, again, a modern plant, replete with all the latest mechanical improvements, combined with skilled craftsmanship and careful supervision, has achieved a high quality in output. It was no mean achievement for a commercial printing house in the antipodes to win the respect of a judgment made critical by familiarity with the publications issuing from the leading art and literary printing houses of the world. So comprehensive is the plant of the Penfold works that no printing or stationery order is beyond its range. In the service of the firm are craftsmen to whom none of the arts of printing is a mystery, and directing the energies of the men and mechanical resources of the establishment, is a directorate fully equipped in technical knowledge and in commercial enterprise to meet the demands of any situation.

High-class work

Place in printing world

There is no place here for a peep into the future. It is not the purpose of this review to prophesy what the years will reveal in the development of the firm of Penfold, nor to attempt to foretell the changes that will take place in Sydney in the coming century. It is reasonable to assume, however, that the house which William Moffitt founded in the city's infancy, and which under the present proprietary has kept pace with the expansion of the city, will continue to occupy a leading position in the commercial life of the State.

W. C. Penfold

E. T. Penfold

N. E. Penfold

THE DIRECTORS

W. C. PENFOLD & CO. LTD.

1930

C. H. E. Thackway

F. E. Penfold

V. K. Davis

IN 1908 the business was formed into a Limited Company with Messrs. W. C. Penfold and F. E. Penfold as the Governing Directors. In 1921 Messrs. E. T. Penfold and Vernon K. Davis joined the Directorate, whilst in February, 1930, the names of Messrs. Norman E. Penfold and Charles H. E. Thackway were added.

The following is a list of employees who have been associated with the Company for a period of twenty years and over:—

A. J. Rooke	44 *years' service*		*W. Giblets*	26 *years' service*	
T. Flannery	42 „	„	*D. Beatty*	26 „	„
H. L. Ross	40 „	„	*G. Johnstone*	26 „	„
S. A. Barlow	39 „	„	*M. A. McCluskey*	22 „	„
W. Hunter	38 „	„	*A. I. James*	22 „	„
G. H. Lee	36 „	„	*M. J. Moore*	21 „	„
V. Rochester	35 „	„	*S. L. Savage*	20 „	„
H. Mealey	34 „	„	*A. G. Cassingham*	20 „	„
W. T. Lloyd	33 „	„	*E. T. Hoffman*	20 „	„
C. Vaughn	33 „	„	*H. Hickey*	20 „	„
F. Cornell	30 „	„	*Miss Mealey*	38 „	„
A. H. S. Chase	30 „	„	*Mrs. Bones*	28 „	„
A. Berry	30 „	„	*Miss Marron*	27 „	„

The following is, as far as our records show, a list of the various Foremen and Forewomen since 1886.

FOREWOMEN:

Mesdames: Bennis, Ollis, Ashley, Taylor, Williams, Marron, Mealey, Bones, Prince.

FOREMEN:

Binders	*Messrs. C. Harwood, W. Lee, J. Davey, C. Smith.*
Compositors	*Messrs. W. Langley, T. Flannery, J. Moran, R. Taylor, H. Ross, B. M. Lanser.*
Rulers	*Messrs. R. Kay, W. H. Tickle, V. Rochester.*
Letterpress	*Messrs. J. Mailey, H. Mealey, E. Gosnell, C. Hayes.*
Lithographic	*Messrs. R. Kemp, E. Wainwright, W. Harrigan, P. Stewart, H. Dilworth, J. Maddock.*

Our Craft

THE FIRST STATIONERS.

Early in the 15th Century pedlars were permitted to show for sale writing materials in the City of London, notably in the vicinity of St. Paul's Cathedral and Cheapside. Some hawked their wares further afield, whilst others were licensed to remain "stationary" in appointed places, and it was this class who were called Stationers. The Stationers were formed into a Guild in 1403, and received their first charter in 1557.

The Stationers had existed as a fraternity long before the invention of printing, but it was not till the reign of Philip and Mary that they were incorporated under the style of "Freeman of the Mystery or Art of a Stationer of our City of London and the suburbs thereof." The Company included amongst its members, Printers, Bookbinders, Booksellers, Typefounders, etc., as well as Stationers, and became wealthy. In 1588 Elizabeth sent a command to the Lord Mayor that he, accompanied by the Master, Wardens and six of "the comeliest personages" of the Stationers' Company, should meet her at Hyde Park corner on horseback, all dressed in velvet coats and gold chains, and bearing long torches, to escort her from Chelsea to Whitehall. The Company received at various times very lucrative monopolies, amongst which was one from James I. for the sole right of printing and publishing "All manner of Almanackes and Prognostycacions whatsoever in the English tonge." Under the Copyright Act of 1842, which terminated in 1923, literary works were registered at Stationers' Hall; in 1924, the Stationers' Company established a new Register for Books and Fine Arts.

THE FIRST PRINTERS.

Block printing and printing with movable types were in use in China and Japan centuries before they were introduced into Europe. To the Koreans is attributed the invention of copper types, in the beginning of the 15th century, and in the British Museum is a Korean book, printed in 1337, with movable types.

The invention of movable types in Europe is usually attributed to Johann Gutenberg, of Mainz, in Germany, but modern research has thrown a doubt on Gutenberg's right to be hailed as the inventor; in fact, one could say that it has disproved the claim.

The evidence available shows that Gutenberg could not have begun printing before the end of 1450, as in August of that year he borrowed money for "making his tools," and had at that time no parchment, paper or even ink.

Now in Haarlem, in Holland, one Lourens Janszoon Coster was a block printer, and the records show that between the years 1440 and 1446 Coster had printed certain *Donatuses* with movable type, and that his type was stolen and used to print with at Mainz in 1442.

The legend runs that while Coster was walking in the woods near Haarlem he "cut some letters in the bark of a tree and with them reversely impressed one by one on paper, he composed one or two lines as an example for the children of his son-in-law."

To Gutenberg, however, must be given the honour of improving the type and making it more artistic, and, in reality, taking a crude invention and converting it into a practicable and serviceable instrument for the advancement of knowledge and industry. In this regard he deserves the appellation of "The father of printing."

THE PAPER MAKER.

The credit of being the first manufacturer of paper must be given to a Chinese scholar named Ts'ai-lun, a member of the Court of the Han dynasty somewhere about the year 75 A.D. It appears that Ts'ai-lun, believing that old bamboo tablets and stylus had outlived their usefulness, set for himself the task of making new writing materials. After thirty years he produced from the bark of a mulberry tree a finished sheet of paper by a series of processes which, crude as they were, paved the way for the paper manufacturers of to-day.

China managed to keep the process secret until it was discovered by the Arabs, who improved upon it by forsaking the mulberry tree and using linen or cotton rags instead.

In the present century, to satisfy the requirements of the present commercial age, we have had to go back for our cheaper papers to the use of wood as the chief constituent.

Charles Dickens said of the printer that "he was the friend of intelligence and thought; the friend of liberty and freedom and law; in fact, the friend of every man who can read, and the only product of civilization necessary to the existence of free men."

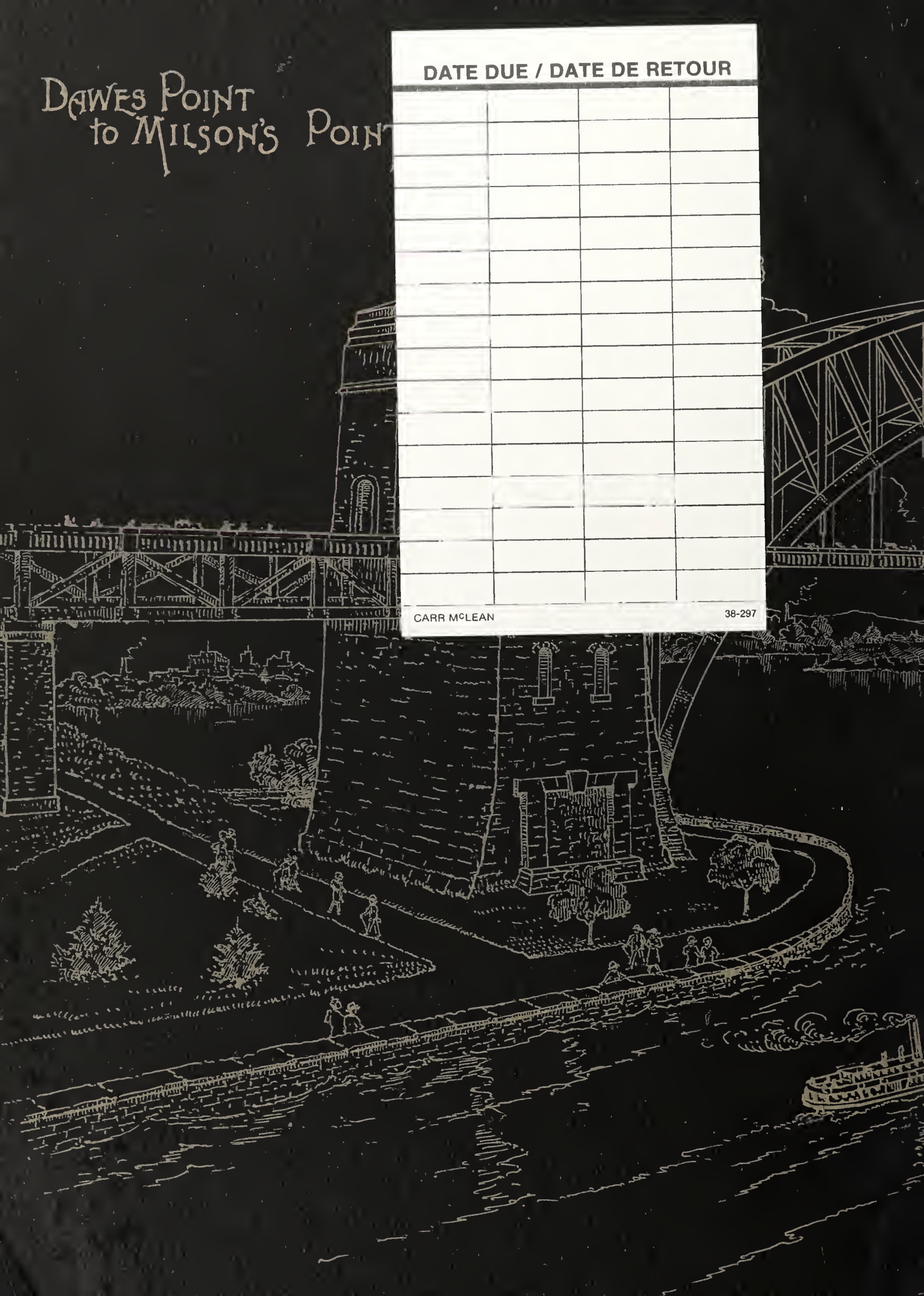
MANY of the plates used for illustrating the earlier pages of this book have unfortunately been scratched or have become rather badly corroded, owing to the fact that they have been lying in our factory, in some cases, for 100 *years.*

We are proud of the work of our Transfer Department, in that they have been able to get such satisfactory results from some of these plates. As a typical example, we would draw your attention to the plate of the Sydney Gold Escort Co., appearing on page 64, *which was at first thought to be beyond use.*

We do not make any apologies for the quality of the work, but mention this as a matter of interest.

WHOLLY SET UP AND
PRINTED IN AUSTRALIA
BY
W. C. PENFOLD & CO. LTD.
PRINTERS & STATIONERS
88 PITT STREET
SYDNEY

Dawes Point to Milson's Point



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